LOYOLA ACADEMY

DEGREE & PG COLLEGE
OLD ALWAL, SECUNDERABAD - 500 010, TELANGANA, INDIA
(An Autonomous Institution Affiliated to Osmania University)
Re-accredited with 'A' Grade (III Cycle) by NAAC
A Catholic Christian Minority Institution (Co-Education)
A "College with Potential for Excellence" by UGC
www.loyolaacademy.edu.in **email:** info@loyolaacademy.edu.in **Ph:** 040-27862363/27860077

SYLLABUS

of

BBA TOURISM

For the Academic Year 2026-2027

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BBA Tourism

Principal **Dean** **Chairman, Board of Studies**

For the Academic Year 2026-2027 for the Batch

2026-2029

2025-2028

2024-2027

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SCHOOL OF MANAGEMENT

PROGRAMME OUTCOMES

PO1: Business and Management Knowledge: Apply in-depth knowledge in Tourism, Management, Finance, Accounting, Marketing, and Human Resource Management to solve complex business problems.

PO2: Development of Business Solutions: Identify, formulate, and develop solutions in tourism and hospitality by utilizing core competencies in leadership, communication, and personality development.

PO3: Research & Analytical Rigor: Utilize research methodology and project work to interpret business data, infer findings, and provide valid conclusions to address modern tourism industry challenges.

PO4: Modern Business Tools and Techniques: Explain, select, analyze, and apply relevant management techniques, resources, and modern business tools for the holistic development of the learner.

PO5: Strategic Operational Acumen: Apply contextual and skill-based knowledge to identify the micro and macro factors that affect an organization, preparing students to function as managers and entrepreneurs.

PO6: Environment and Sustainability: Identify, analyze, and equip learners to understand the need for creating business solutions that prioritize environmental and sustainable development.

PO7: Professional Ethics & Global Citizenship: Design and apply a value-based curriculum committed to professional ethics and responsibilities to foster global citizens with a human touch.

PO8: Lifelong Learning and Employability: Acquire management proficiency to compete in various competitive exams and courses, making the learner self-reliant and highly employable.

DEPARTMENT OF BBA TOURISM

PROGRAMME SPECIFIC OUTCOMES

PSO1: Industry-Ready Product Development: Apply tourism and management knowledge to develop and manage products in line with industry requirements while adapting business practices to the opportunities and challenges of an evolving global environment.

PSO2: Technological Proficiency in Hospitality: Demonstrate and apply skills in tourism and hospitality technology for data-driven decision-making, while conducting research to address industry-specific problems.

PSO3: Entrepreneurship and Career Readiness: Apply acquired knowledge and professional skills to either launch a new venture or secure suitable employment within the competitive tourism and hospitality industry.

PSO4: Ethical Reasoning and Stakeholder Management: Demonstrate the ability to recognize ethical conflicts, apply ethical reasoning, and assess response options relative to the needs and interests of diverse stakeholders in a business context.

PSO5: Continual Professional Learning: Invest in ongoing self-development and update professional knowledge to stay relevant in the dynamic and ever-changing tourism and hospitality industry.

PSO6: Concentration-Specific Application: Demonstrate the ability to apply professional standards, management theory, and research methodologies to address business problems within specific industry concentrations.

PSO7: Professional Communication: Communicate complex business and industry-related information in a clear, concise, coherent, and professional manner.

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM

Semester Scheme AY 2026-2027 for Batch 2026-2029

Semester -1

S.No.	Part	Course type	Course Code	Title Of the Course	Hours/ week	Credits	Marks		Total	Duration of Exam
							Int	Ext		
THEORY										
1.	I	AEC	BE26101	Business English-I	03	05	40	60	100	03
2.	I	AEC	IC26101	Indian Heritage and Culture	02	02	40	60	100	02
3.	II	SEC	BBTR26101	Disaster Management	02+ 1 T	02	40	60	100	02
4.	II	DSC	BBTR26102	Principles of Management & Organizational Behaviour	05+1 T	05	40	60	100	03
5.	II	DSC	BB26103	Financial Accounting	04+2 T	04	40	60	100	03
6.	II	DSC	BBTR26103	Tourism Principles & Practices	04+1 T (Library)	04	40	60	100	03
PRACTICAL										
7.	II	DSC	BB26105	Financial Accounting	02	01	40	60	100	03
TOTAL					30	23	280	420	700	

DISASTER MANAGEMENT

Credits: 2 **Semester: I**
Course Code: BBTR26101 **No of Lecture Hours: 30**

Course Objective:

- To provide understanding of the concepts related to disaster.
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters.

Course Outcome:

CO1: Students will be able to explain disaster-related terminologies, disaster impacts, and various forms of vulnerability.
CO2: Students will be able to analyse different natural and man-made disasters and suggest appropriate mitigation strategies.
CO3: Students will be able to identify emergency scenarios and explain appropriate emergency management responses.
CO4: Students will be able to describe the disaster management cycle and apply disaster risk reduction concepts at the community level.
CO5: Students will be able to explain disaster management policies, legislation, and global initiatives for disaster risk reduction.

Course Content	Hours Allotted	Pedagogy
Module I: Title: Concepts and Terminologies • Understanding key concepts of Hazards, • disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made); • Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); • Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)	**(6)** 1 1 1 1 1 1	Power point presentations / Lectures
Module II: Title: Natural & Man-made disasters • Earthquakes, floods, cyclones, droughts, landslides • Causes, effects, and mitigation measures • Industrial accidents, nuclear and chemical disasters • Fire, terrorism, and transportation accidents	**(6)** 2 1 1 2	Case Studies / Review of research articles

Module III: Title: Emergency Management • Explosion and accidents (Industrial, Nuclear, Transport and Mining) • Spill (Oil and Hazardous Material) • Threats (Bombs and Terrorist attacks) • Stampede and conflicts	**(6)** 2 1 1 2	Assignments
Module IV: Title: Key concepts of Disaster Management Cycle • Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning); • Disaster risk reduction (DRR), • Community based disaster risk reduction	**(6)** 2 2 2	Lectures
Module V: Title: Initiatives at national and international level • Disaster Risk Management in India and at international level: • Related policies, plans, programmes and legislation. • International strategy for disaster reduction and other initiatives	**(6)** 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook :Sharma, S.C., _Disaster Management_, Khanna Book Publishing
2.	Reference books: Carter, N. _Disaster Management: A Disaster Management Handbook_. Asian Development Bank, Manila.

Principles of Management & Organizational Behaviour

Credits: 5 **Semester: I**
Course Code: BBTR26102 **No of Lecture Hours: 75**

Course Objective: To provide foundational knowledge of management principles and organizational behaviour for understanding managerial functions, individual behaviour, teamwork, leadership, and conflict management.

Course Outcome:
CO1: Explain fundamental concepts, nature, scope, and evolution of management thought
CO2: Apply planning and organizing principles in organizations
CO3: Explain motivation, leadership, communication, and control
CO4: Understand individual behaviour in organizations
CO5: Understand group behaviour, teams, and conflict management

Course Content	Hours Allotted	Pedagogy
Module I: Foundations of Management and Management Thought • Concept & Nature**:** Definition, Nature & Scope of Management • Management as both art and science; distinction between managers and administrators; • Managerial Roles (Mintzberg Skills) Levels of Management, Functions of Management (POSDCORB) • Evolution of Thought: Classical School (Fayol's Principles, Taylor's Scientific Management, Weber's Bureacracy) • Neo-Classical (Hawthorne Experiments) • Systems and Contingency approaches.	**(15)** 2 2 3 4 2 2	Power point presentations / Lectures

Module II: Planning and Organizing in Organizations • **Planning:** Nature, importance, Steps in the planning process • Types of Plans (Strategic, Tactical, Operational) • Management by Objectives (MBO). • **Organizing:** Principles of organizing • Structure (Functional, Divisional, Matrix) • Span of Management • Authority, Responsibility, Accountability • Delegation and Decentralization	(15) 2 2 2 2 2 2 1 2	Case Studies / Review of research articles
Module III: Directing, Leadership, Communication and Control • Motivation- Definition, Importance, and Theories (Maslow, Herzberg, Vroom) • Leadership Styles (Autocratic, Democratic, Laissez-faire) • Theories (Trait, Behavioural, and Contingency theories) • Process of Communication, Formal and Informal Communication, Barriers to Communication • Control Process, Methods (Budgetary and Non-budgetary) • Requisites of good control system	(15) 4 3 3 3 2	Power point presentations / Lectures
Module IV: Individual Behaviour in Organizations • Introduction to OB: Definition, nature, and scope of Organizational Behaviour • Disciplines contributing to OB. • Individual Variables: Personality (Big Five Model, MBTI) • Perception (Process and Attribution theory) • Learning (Classical and Operant conditioning) • Attitudes and Values.	**(15)** 3 2 2 2 2 2 2	Lectures/ Presentations
Module V: Group Behaviour, Team Development and Conflict Management • Groups & Teams**:** Concept of Group and Team, Characteristics of Groups, Informal and formal groups Characteristics of Teams, Differences between Group and Team • Team development stages (Tuckman's Model) • Conflict Management- Conflict Management, Conflict resolution model	**(15)** 3 3 3 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook: **Prasad, L. M.** – *Principles and Practice of Management* (Sultan Chand & Sons). **Robbins, S. P., & Judge, T. A.** – *Organizational Behavior* (Pearson).
2.	Reference books: **Koontz, H., & Weihrich, H.** – *Essentials of Management* (Tata McGraw Hill). **Koontz, H., & Weihrich, H.** – *Essentials of Management* (Tata McGraw Hill). **Tripathi, P. C., & Reddy, P. N.** – *Principles of Management* (Tata McGraw Hill).

FINANCIAL ACCOUNTING

Credits: 4 **Semester: I**
Course Code: BB26103 **No of Lecture Hours: 60**

Course Objective:

- To make the students acquire the conceptual knowledge of accounting.
- To equip the students with the knowledge of accounting process and preparation of final accounts.

CO1: Describe the need and importance of accounting.
CO2: Explain about subdivision of journal.
CO3: Compare the cashbook and passbook balances to reconcile the difference.
CO4: Analyze the financial position of an organization.
CO5: Identify the mistakes in books of accounts and helps in correcting them.

Course Content	Hours Allotted	Pedagogy
Module : I Title: INTRODUCTION TO FINANCIAL ACCOUNTING:	**(12)**	Power point presentations / Lectures
• Financial Accounting – meaning, objectives	**2**	
• Users of accounting.	**2**	
• Advantages and limitations of financial accounting, Branches of accounting.	**2**	
• Terms used in financial accounting.	1	
• Types of accounts.	1	
• Accounting concepts and Conventions, Accounting standards: Definition, meaning, list of accounting standards issued by ASB (theory).	1 1 1	
• Rules of double entry system, accounting equation, journal meaning, format, preparing a journal (problems).	1	
Module II: Title: Subsidiary Books	**(12)**	Case Studies / Review of research articles
• Ledger meaning, format.	2	
• Posting from journal to ledger.	2	
• Determining ledger balances and preparation of trial balance.	2	
• Subsidiary books meaning and types(theory).		
• Preparation of two and three columnar cash book.		
• Petty cash book, Purchases Book, Purchases returns book, Sales book, Sales returns book (problems).	2 2 2	

Module III: Title: Bank Reconciliation statement and Rectification of errors • Bank Reconciliation Statement • Causes of difference in bank balance according to pass and cash book (theory) • Techniques of preparing a bank reconciliation statement (simple problems on favorable & overdraft balances). • Types of accounting errors (theory). • Accounting entries for rectification of errors • Suspense account – effect on profit (problems).	**(12)** 2 2 2 2 2 2	Assignments
Module IV: Title: Financial statements of sole proprietorship • Capital profit vs revenue profit. • Capital loss vs revenue loss. • Provisions and Reserves. • Secret reserves, general reserves and special reserve (theory). • Preparation of final accounts, of sole proprietor– format & problems of Trading account, • Profit and loss account and Balance Sheet.	**(12)** 2 2 2 2 2 2	Lectures
Module V: Title: Depreciation • Depreciation – definition, causes and need for providing depreciation. • depreciable assets. • methods of recording depreciation(theory). • depreciation methods – straight line method. • Reducing balance method, annuity method and depletion method (problems).	**(12)** 2 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook: Tulsian, P.C., Financial Accounting, Pearson
2.	Reference books: T.S. Grewal & S.C. Gupta, Introduction to Accountancy, Sultan Chand

TOURISM PRINCIPLES & PRACTICES

Credits: 4 **Semester: I**
Course Code: BBTR26103 **No of Lecture Hours: 60**

Course Objective:
To provide a foundational understanding of tourism's evolution, industry components, and theoretical models while developing professional insights into global organizations, sustainable practices, and destination management.
Course Outcome:

CO1: Understand fundamental concepts, historical evolution, and the interdisciplinary nature of the global tourism phenomenon.
CO2: Identify core industry components and evaluate emerging trends within diverse tourism and hospitality sectors.
CO3: Analyze destination life cycles, traveler motivations, and the socio-economic impacts of tourism development.
CO4: Evaluate the functions of national and international organizations in regulating and promoting global travel.
CO5: Appraise national tourism policies and implement ethical codes for safe, sustainable tourism practices.

Course Content	Hours Allotted	Pedagogy
Module I: Introduction to the Phenomenon of Tourism • Concepts and Definitions: Definition of Tourism, Tourist, Traveler, Excursionist, and Visitor (UN Tourism definitions). • Nature and Characteristics: Inseparability, Perishability, Seasonality, and Intangibility of tourism services. • Typology of Tourism: Inbound, Outbound, Domestic, and International; Alternative vs. Mass Tourism. • Historical Evolution: Ancient, Medieval, and Modern eras of travel; The Grand Tour; Impact of the Industrial Revolution and Thomas Cook's contribution. • Interdisciplinary Nature: Relationship of tourism with Economics, Sociology, Anthropology, and Geography.	**(12)** 3 2 3 2 2	Power point presentations / Lectures/ Case Studies
Module II: The Tourism Industry Structure & Emerging Trends • The 5 A's of Tourism: Attraction, Accessibility, Accommodation, Amenities, and Activities. • Industry Components: Transport (Air, Rail, Road, Water), Food & Beverage (F&B), Shopping, Entertainment, and Infrastructure vs. Superstructure. • Emerging Sectors: Rural, Eco-tourism, Medical & Wellness, MICE (Meetings, Incentives, Conferences, Exhibitions), Literary, Film, and Indigenous Tourism. • Hospitality Linkage: Role of the hotel industry and guest-host relationship in tourism success.	**(12)** 3 3 3 3	Video presentations / Lectures / Assignments

Module III: Tourism Systems, Models, and Impacts • Tourism Models: Leiper's Geospatial Model, Mathieson and Wall Model, and the Tourism System. • Destination Dynamics: Butler's Tourism Area Life Cycle (TALC) and Doxey's Irridex (Irritation Index) Model. • Traveler Psychology: Stanley Plog's Psychographic Model (Allocentric to Psychocentric); Push and Pull Theory of Motivation. • Impact Analysis: Socio-Cultural (Demonstration Effect), Economic (Multiplier Effect, Leakage), and Environmental impacts of tourism.	**(12)** 3 3 3 3	Lectures / Assignments / Video Presentations
Module IV: Tourism Organizations and Governance • International Bodies: Role and functions of UN Tourism (formerly WTO), WTTC, IATA, and PATA. • National Framework: Ministry of Tourism (Govt. of India) - structure and role; ITDC and State Tourism Departments (e.g., TSTDC). • Trade Associations: Objectives and contributions of TAAI, IATO, FHRAI, and IHA. • Regulations: Overview of travel formalities (Passport, Visa, Health regulations) and tourism legislation in India.	**(12)** 3 3 3 3	Lectures / Video Presentations
Module V: Tourism Planning, Policy, and Ethics • National Planning: Overview of Five-Year Plans for tourism; Highlights of the National Tourism Policy (Current) and National Action Plan. • Sustainable Tourism: Principles of Responsible Tourism; Global Sustainable Tourism Council (GSTC) guidelines. • Safety and Ethics: Code of Conduct for Safe and Sustainable Tourism in India; "Atithi Devo Bhava" campaign. • Global Trends: Present trends in Domestic and Global tourism; The role of Multi-National Corporations (MNCs) in the evolving travel market.	**(12)** 3 3 3 3	Lectures/ Presentations

Learning Resources	
1.	Textbook: Swain, S. K. & Mishra, J. M. (2012). *Tourism Principles and Practices*, Oxford University Press
2.	Bhatia, A. K. (2010). *Tourism Development: Principles and Practices*, Sterling Publishers.
3.	Reference books: Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S. (2002). *Tourism: Principles and Practice*, Pearson.

FINANCIAL ACCOUNTING

PRACTICALS

Credits: 1 **Semester: I**
Subject Code: BB26105 **No. of practical hours: 30**

Objective: To help students independently apply theoretical knowledge to practical accounting.

Course Outcomes: Students will be independently able to apply theoretical knowledge to practical accounting.

Course Content	Hours Allotted	Pedagogy
1. Identification and analysis of business transactions and classification of accounts		
2. Application of accounting concepts, conventions and rules of debit and credit		
3. Preparation of accounting equation and journal entries	2	
4. Posting of journal entries into ledger accounts and balancing of ledgers	2	
5. Preparation of Trial Balance	2	
6. Preparation of Subsidiary Books: o Two and Three Column Cash Book o Petty Cash Book o Purchases Book, Sales Book o Purchases Returns Book, Sales Returns Book	2 6	
7. Preparation of Bank Reconciliation Statement for favourable and overdraft balances	2	
8. Identification and rectification of accounting errors, including Suspense Account and effect on profit	2	
9. Preparation of Final Accounts of a sole proprietorship o Trading Account o Profit and Loss Account o Balance Sheet (with adjustments)	6 6	
10. Calculation and accounting treatment of depreciation using: o Straight Line Method o Written Down Value Method		

○ Annuity Method ○ Depletion Method		

Learning Resources	
1.	**Textbook:** R L. Gupta. Financial Accounting. Sultan Chand & Sons Jain. S.P and Narang, K.L. Financial Accounting. Kalyani Publishers

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM

Semester Scheme AY 2026-2027 for Batch 2026-2029

Semester -II

S.No.	Part	Course type	Course Code	Title Of the Course	Hours/ week	Credits	Marks		Total	Duration of Exam
							Int	Ext		
THEORY										
1.	I	AEC	BB26201	Business English-II	03	05	40	60	100	03
2.	I	AEC	VE26201	Value Education & Personality Development	02	02	40	60	100	02
3.	II	DSC	BBTR26201	Introduction to Hospitality	04+01	04	40	60	100	03
4.	II	DSC	BBTR26202	Aviation Management	04+01 (Library)	04	40	60	100	03
5.	II	DSC	BB26202	Business Statistics	04+01	04	40	60	100	03
6.	II	DSC	BBTR26203	Business Economics	04+02	04	40	60	100	03
PRACTICAL										
7.	II	DSC	BB26205	Business Statistics	02	01	40	60	100	03
8.	II	DSC	BBTR25203	Tour	-	02	40	60	100	-
TOTAL					30	26	320	480	800	
9. (Non CGPA)			PL18001	PLANET	-	01	-	-	-	

Introduction to Hospitality Management

Credits: 4 **Semester: II**
Subject Code: BBTR26201 **No. of lecture hours: 60**

Course Objective:
The objective of this course is to provide students with an understanding of the hospitality industry, hotel organization, guest services, food and beverage operations, marketing practices, and basic hotel performance evaluation. The course aims to familiarize students with hospitality as a service-based business and its importance in tourism and economic development.

Course Outcomes:
CO1: Understand the nature, scope, and classification of the hospitality industry
CO2: Explain the organizational structure and functions of hotel departments
CO3: Describe front office operations and guest service procedures
CO4: Understand food and beverage operations and basic cost control concepts
CO5: Apply basic tools to evaluate hotel performance

Course Content	Hours Allotted	Pedagogy
Module I: Introduction to Hospitality Industry	**(12)**	Power point presentations / Lectures/ Case Studies
• Meaning and concept of hospitality	2	
• Nature and characteristics of hospitality services	2	
• Hospitality industry and its relationship with tourism	3	
• Classification of hotels: Star classification Classification based on size, location, clientele, duration of stay, and level of service Classification based on ownership		
• Alternative accommodation: Resorts, serviced apartments, boutique hotels, hostels, homestays	3 2	
• Types of guest rooms and basic hotel tariff plans		
Module II: Hotel organization and departments	**(12)**	Video presentations / Lectures / Assignments
• Need for organization in hotels		
• Organizational structure and hierarchy in hotels	2	
• Major departments of a hotel: Front Office, Housekeeping, Food and Beverage Service, Food Production, Sales and Marketing, Human Resource Department, Accounts and Finance, Engineering and Maintenance, Security and Purchase	2 4 2	
• Functions of each department	2	
• Importance of inter-departmental coordination		
Module III: Front Office Operations and Guest Services	**(12)**	Lectures / Role play and discussions
• Front Office: meaning, importance, and functions	1	
• Guest cycle: Reservation, Registration and check-in, Stay	3	
• Departure and check-out		

• FIT and GIT – meaning and differences • Guest services: Handling guest mail and messages, Wake-up call service, Left luggage handling, Safe deposit lockers • Guest complaints: Types of complaints, Handling and resolution procedures	1 2 3 2	
Module IV: Food and Beverage Operations • Introduction to Food and Beverage department • Importance and functions of F&B department • Organization structure of F&B department • Responsibilities of: Food and Beverage Manager Service staff, Kitchen staff • Introduction to food production department • Kitchen layout and workflow • Basic concepts of food and beverage cost control • Importance of cost control in hotel operations	**(12)** 2 2 2 2 2 2	Lectures / Video Presentations
Module V: Hotel Marketing and Performance Evaluation • Hotel Marketing • Concept and importance of hotel marketing • Functions of hotel marketing department • Hotel sales methods: Corporate sales, Travel agents, Online booking platforms • Customer satisfaction and service quality • Hotel Performance Evaluation Meaning and importance of hotel performance measurement • Key performance indicators: Occupancy Ratio, Average Daily Rate (ADR), Revenue per Available Room (RevPAR) • Guest feedback and evaluation of hotel services	**(12)** 3 3 3 3	Lectures/ Presentations

Learning Resources	
1.	Textbook: Negi, J. M., Hotels for Tourism Development, S. Chand & Company.
2.	Tewari, J. R., Hotel Front Office Operations and Management, Oxford University Press.
3	Walker, J. R., Introduction to Hospitality Management, Pearson Education.
4	Reference books: Andrews, S., Hotel Front Office Training Manual, Tata McGraw-Hill.
5.	Cousins, J., Foskett, D., & Gillespie, C., Food and Beverage Management, Pearson Education

AVIATION MANAGEMENT

Credits: 4 **Semester: II**
Course Code: BBTR26202 **No of Lecture Hours: 60**

Course Objective:
To enable the students to learn the development, the growth of Aviation Industry in the world, this shall be the right foundation for a prospective career in Airlines and Airport Management for the Students

Course Outcome:

CO1: Understand aviation history, organizational structure of the airline industry.
CO2. Understand the role of various civil aviation organizations.
CO3. Appreciate the fast-moving nature of airline activities and relate then to airport management. Understand Airport Terminal Planning and Operations.
CO4: Gain insight into airline terminal management
CO5: Understand international, Public Private Participation in India and Regulatory issues

Course Content	Hours Allotted	Pedagogy
Module I: History & Organizational Structure of Airline Industry	**(12)**	
• History of world Aviation & Development of Indian Aviation Sector	3	Power point presentations / Lectures/ Case Studies
• Major players in Airline Industry, Aviation Policy & Market potential of Indian Aviation	3	
• Classification of airports, Airports Authority of India(AAI) & DGCA	3	
• Current challenges in Airline Industry & Competition in Airline Industry	3	
Module II: Civil Aviation Organizations	**(12)**	
• History of ICAO and the Chicago Convention,	3	Video presentations / Lectures / Assignments
• International Civil Aviation Organization (ICAO)	3	
• Federal Aviation Administration (FAA)	3	
• International Air Transport Association (IATA)	3	
Module III: Airport Terminal Planning and Operations	**(12)**	
• Airport Terminal planning and types of terminals	2	Lectures / Assignments / Video Presentations
• Airport operations & functions (Land side & Air side)	2	
• Duty Free shopping and retail operations	2	
• Organization structure of Airports	2	
• Maintenance Repair & Overhaul (MRO) – Overview and major players	2	

• Global and Indian scenario of Airport management DGCA –AAI	2	
Module IV: Airline Terminal Management • Flight data information systems (FDIS) • Reservations, Check In & Boarding procedures • Customs and Immigration formalities • Security Clearance, Passenger Baggage-Handling services • Handling of VIP & VVIPs • Co-ordination of Supporting Agencies /Departments	**(12)** 2 2 2 2 2 2	Lectures / Video Presentations
Module V: Public, Private Partnerships & Regulations • International trends & Emerging Indian scenario • Public Private Participation in Indian Aviation • Environmental & Regulatory issues • Airport Revenue sources - fees, rates, and charges.	**(12)** 3 3 3 3	Lectures/ Presentations

Suggested Readings

1. Singh, R- Aviation Management: Global and National Perspectives -Kanishka Publishing

2. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-20013. Doganis .R.-The Airport Business-Routledge, London-1992

3. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003

4. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003

5. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill,London- 2007

6. Kent Gouiden- Global Logistics Management –Wiley Black Well

7. Paul R .Murphy, JR and Donal & F. Wood-Contemporary Logistics –Prentie thHall. Edn.2008.

BUSINESS STATISTICS

Credits: 4 **Semester: II**
Course Code: BB26202 **No of Lecture Hours: 60**

Course Objective:

- To prepare students for lifelong learning and successful careers using their statistical skills. Statistical information covers different subject areas (economic, demographic, social etc.). It provides basic information for decision making, evaluations and assessments at different levels.

Course Outcome:

Students will be able to analyze and represent the data for effective decision making at various business levels

CO1: Organize, manage and present data. Can represent the statistical data in graphical form
CO2: Can represent the statistical data in diagrammatic form
CO3: Calculate measures of central tendency
CO4: Analyze the data using measures of dispersion.
CO5: Determine the relation between any two factors using the concepts of correlation and regression analysis

Course Content	Hours Allotted	Pedagogy
Module I: Title: Introduction to Statistics • Meaning -definition • functions • limitations of statistics • collection of data • classifications and tabulation of data • sources of primary data • secondary data. • Types of classification of data – (simple problems) • simple and complex tables (simple problems).	**(12)** 1 1 1 1 1 1 1 2 3	Power point presentations / Lectures
Module II: Title: Diagrams and Graphs • Diagrams and graphs-simple bar diagram • subdivided bar diagram • multiple bar diagram • percentage bar diagram • pie diagram • histogram • frequency polygon • frequency curve • Ogives	**(12)** 1 1 1 1 2 2 2 1 1	Case Studies / Review of research articles
Module III: Title: Measures of Central Tendency • Measures of central tendency	**(12)**	Assignments

• Mean- merits and demerits (simple problems) • Median- merits and demerits (simple problems) • Mode- merits and demerits (simple problems) • geometric mean- merits and demerits (simple problems) • harmonic mean-merits and demerits (simple problems)	2 2 2 2 2 2	
Module IV: Title: Measures of Dispersion • Measures of dispersion- Introduction • Range- merits and demerits (simple problems) • Quartile deviations- merits and demerits (simple problems) • mean deviation- merits and demerits (simple problems) • standard deviation- merits and demerits (simple problems) • variance, merits and demerits (simple problems)	**(12)** 2 1 2 3 3 1	Lectures
Module V: Title: Correlation & Regression • Correlation –types of correlation, Properties • Scatter diagram • Problems on karl Perason's correlation coefficient • Spearman's rank correlation coefficient with and without ties • Regression – Definition, types, properties • Difference between correlation and regression • Regression coefficients, regression lines using direct method	**(12)** 1 1 3 3 1 1 2	Assignments / Lectures

Learning Resources	
1.	Textbook: Gupta, S. P. 2008. **Business Statistics.** 36th revised edition. New Delhi: Sultan Chand & Sons.
2.	Reference books: Agarwal, B.M. **Business Statistics.** 3rd edition. Mumbai: Himalaya Publishers. Gupta, S C. **Business Statistics.** 6th edition. Mumbai: Himalaya Publishers.

BUSINESS ECONOMICS

Credits: 4 **Semester: II**
Course Code: BBTR26203 **No of Lecture Hours: 60**

Course Objective:
To help students understand the application of economic theory & methods of business decision-making for problems of business firms.
Course Outcome: Students will understand the application of economic theory & methods of managerial decision-making.
CO1: Understand the basic terms and concepts used in the business economics.
CO2: Appraise the behaviour of consumers through the demand and supply analysis.
CO3: Interpret the behaviour of producer through cost, production and other related concepts.
CO4: Differentiate the market forms and the price and output determination under each type of market.
CO5: Infer the impact of the macro-economic factors on the business concerns.

Course Content	Hours Allotted	Pedagogy
Module I: Title: Introduction to Business Economics • Introduction to Business Economics: • Meaning, nature, and scope Business Economics. • Micro vs. Macro Perspectives: Differences, interdependence, and applications to business; • Basic Economic Problems of an Economy: Scarcity, choice, and allocation of resources. • Theory of Utility-cardinal approach-ordinal approach • Total Utility-Marginal Utility concept • Law of Diminishing Utility • Law of Equi Marginal Utility	**(12)** 1 1 2 1 1 2 2 2	Power point presentations / Lectures

Module II: Title: Demand and Supply Analysis • Demand Concepts: Determinants of demand; law of demand; • movement vs shift in demand ; price demand , income demand , and substitution effects; • Elasticity of Demand: Price, income, and cross elasticity – measurement and importance in business decisions; • Consumer Surplus • Concept of Supply- Determinants of Supply • Law of Supply-Elasticity of Supply.	(12) 2 1 2 2 2 2 2	Case Studies / Review of research articles
Module III: Title: Production & Cost Analysis • Production concepts & classification Total Production , average,marginal Production • Production Function: Short-run and long-run; with one variable input & two variable input. • Law of variable proportions and Law of returns to scale • Production function with one variable input & two variable input. • cost concepts & classification: Fixed, variable, total, average, and marginal costs; sunk cost and opportunity cost; • Relationship between total cost, Average cost and marginal cost	**(12)** **2** 2 2 2 2 2	Assignments
Module IV: Title : Pricing Methods & Market Structure • Market structure-meaning & classification-price output determination under perfect competition • price output determination under Monopoly • price output determination under Monopolistic competition • price output determination under Oligopoly • Pricing strategies-pricing methods- (cost plus pricing-transfer pricing-marginal cost pricing-administered pricing-pricing of multiple products).	**(12)** **3** **3** 2 2 2	Lectures
Module V: Title: Macro Economics & Business Decisions	**(12)** 2 2	Assignments / Lectures

• National Income Concepts: GDP, GNP, NNP, PCI – basic understanding and business relevance, • Inflation: Meaning, types (demand-pull and cost-push), and impact on business; • Economic Environment of Business: Impact of macroeconomic factors (growth, trade, policy) on business decisions; • Overview of Economic Reforms: Liberalization, Privatization, and Globalization (LPG) and their influence on Indian business. • Fiscal policy and monetary policy in India	2 2 2 2	

Learning Resources	
1.	Textbook: Dwivedi, D. M. 2008. Managerial Economics. 7th edition. New Delhi: Vikas Publishing house.
2.	Reference books: Mithani, D. M. Managerial Economics Theory and Applications.5th edition. Mumbai: Himalaya Publications
3	Managerial Economics: Analysis, Problems and Cases. Sultan Chand & Sons. Dwivedi, D. N. (1980).
4	Prof. Y. Jahangir & Prof. S. Lakshmi Narasimham, Basics of Business Economics – Tata Publications, 2025

BUSINESS STATISTICS

PRACTICALS

Credits: 1 **Semester: II**
Course Code: BB26205 **No of Lecture Hours: 30**

Course Objective:
To prepare students in understanding how data is represented and analyzed through various statistical tools in computer.

Course Outcome: Students will be able to analyze the data using various statistical tools in computers.

Course Content	Hours Allotted	Pedagogy
Computer lab work: Diagrammatic and graphical presentations of data using computers – Excel.	12	
Computer lab work: Calculation of averages using computers.	6	
Computer lab work: Calculation of dispersion using computers.	6	
Computer lab work: Calculation of correlation and regression by using computers.	6	
Note: The lab work may be done using computers through use of Excel.		

Learning Resources	
1.	Textbook:
2.	Reference books:

TOUR
PRACTICAL

Credits: 2 **Semester: II**
Subject Code: BBTR25203

Objective: To impart practical training in tourism which has practical and applied focus.

Course Outcome: Students will be able to plan itineraries, conduct tours and learn while travelling

Practical training in the BBA Tourism degree programme is mandatory. The emphasis is on interactive forms of learning, where students have the opportunity to observe and participate in real terms the management process of tourism enterprises and tourist services.

Pre Trip Phase
Students will participate in tour planning and operationalising the tour under the guidance of concerned faculty.

On Trip phase
The students will also be required to travel on the itinerary prepared, accompanied by the faculty.

Post Trip phase
Students will submit a report on the tour and will be assessed on the same.

A viva-voce will be conducted by a panel of external and internal examiners.

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM

Semester Scheme AY 2026-2027 for Batch 2025-2028

Semester -III

S.No.	Part	Course type	Course Code	Title Of the Course	Hours/ week	Credits	Marks		Total	Duration of Exam
							Int	Ext		
THEORY										
1.	I	GE	G24BBTRIT	Tourism Management	02	02	40	60	100	03
2.	I	DSC	BBTR26301	Taxation	04+2T	04	40	60	100	03
3.	II	DSC	BBTR26302	Global Tourism Geography	05	05	40	60	100	03
4.	II	DSC	BBTR26303	Corporate Governance & Business Ethics	04+1T	04	40	60	100	03
5.	II	DSC	BBTR26304	Tourism Product	04+1T	04	40	60	100	03
6.	II	DSC	BBTR24303	Marketing Management	04+1T	04	40	60	100	03
PRACTICAL										
7.	II	GE	G24BBTRIP	Tourism Management	02	01	40	60	100	03
8.	II		BBTR26305	Internship	-	02	40	60	100	
TOTAL					30	26	320	480	800	

TOURISM MANAGEMENT - THEORY
(GE Inter-Departmental/Inter-Disciplinary)

Credits: 2 **Semester: III**
Course Code: G24BBTR1T No of Lecture Hours: 30

Course Objective:

- The objective of this subject is to help students understand Tourism, its scope and relevance to the country.
- This paper will provide a clear understanding of the fundamentals of Tourism and its allied activities.
- To understand the various elements of Tourism Management.

Course Outcome:

CO1: To learn about the structure and components of Tourism industry
CO2: To understand various forms of tourism
CO3: To understand the role of various Tourism Organizations
CO4: To understand documents required for travel
CO5. To get insights of the Tourism policies

Course Content	Hours Allotted	Pedagogy
Module I: Structure & Components of Tourism Industry	**(6)**	Power point presentations / Lectures
• Tourism Overview - Definition and Historical Development of Tourism	1	
• Its Structure, Components and Elements	1	
• Nature, Characteristics and Significance of Tourism Industry	2	
• Definition and types of tourists	2	
• Travel Motivators and Deterrents	1	
Module II: Various Forms of Tourism	**(6)**	Video presentations / Lectures
• Types of Tourism - Inbound and Outbound Tourism, Domestic, International Tourism	2	
• Religious, Historical, Social, Adventure, Health, Business, Conferences, Conventions, Incentives, Sports and Adventure	2	
• Special Interest tourism like Culture or Nature Oriented, Ethnic, Concept of Sustainable Tourism	2	
Module III: Role of various Tourism Organizations	**(6)**	Lectures / Assignments
• United Nations World Tourism Organization (UNWTO) , World Travel & Tourism Council (WTTC)	2	
• Pacific Asia Travel Association (PATA) • International Air Transport Association (IATA)	2	
	2	

*Travel Agents Association of India (TAAI) • Indian Association of Tour Operators (IATO) • Federation of Hotel & Restaurant Associations of India (FHRAI)		
Module IV: Travel Documentation • Passport: -- Passport requirements, checklists, types, passport act in brief and penalties. • Visas: Definition, types of visa and process • Foreign Exchange Management Act, Process for Encashment of Foreign Currency	**(6)** 2 2 2	Lectures
Module V: Tourism Policies • Tourism Planning, Tourism Policy • National Action Plan for Tourism • Code of conduct for safe and sustainable tourism	**(6)** 2 2 2	Lectures/ Presentations

Suggested Readings

1 Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press

2. Mishra, S.N; Sadual S, K (2008): Basics of Tourism Management, Excel Books, New Delhi

3. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Sterling Publishers, New Delhi

4. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Sterling Publishers Pvt. Ltd, New Delhi

TAXATION

Credits: 4 **Semester: III**
Subject Code: BBTR26301 **No. of lecture hours: 60**

Course Objective:

- To equip the students practical knowledge of filling of returns and computation of tax liability
- To make students job oriented and competent for professional courses.

Course Outcome: Students will have comprehensive knowledge for federal income taxes and latest developments in indirect taxes.

CO1. Explain the role, need of tax and give knowledge about taxation system in India.
CO2. Explain and evaluate income from house property
CO3. Analyze and determines income tax payable on individual salary
CO4. Describe the assessment of income from business and profession, capital gains
CO5. Describe about income from other sources and role of G.S.T, its meaning, features.

Course Content	Hours Alloted	Pedagogy
UNIT – I: **Introduction** • Indian Taxation System • Income Tax: Basic Concepts: Income, Person, Assessee, Assessment Year, Previous Year, Income, Casual Income, PAN, Gross Total Income • Residential Status and Incidence of Tax of an Individual (Theory Only).	**12 hrs** **2** **2** **2** **3** **2** **1**	PPT
UNIT – II: **Income from House Property** • Meaning, Annual Value, Let-out House, Self-Occupied House (Theory Only) • Deductions from Annual Value, Unrealized Rent, • Computation of Income from House Property (Simple Problems)	**12 hrs** **2** **3** **3** **4**	Lectures
Module – III: **Income from Salary** • Salary meaning, Allowances, Perquisites, Provident Funds Deductions from Salary Income, Qualified Savings (Theory Only). • Computation of Salary Income (Simple Problems)	**12 hrs** **2** **3** **3** 4	Lectures and assignments

Module – IV:**Income from Business andProfession** • Chargeability, Deductions Expressly Allowed and Disallowed • General Deductions, Computation of Profits and Gains from Business and Profession • (Simple Problems) **Capital Gains** • Capital Assets Meaning, Types, Cost of Inflation Index, Transfer Types • Transfer Not Regarded as Transfer, Cost of Acquisition of Various Assets • Deductions from Capital Gains. Exemptions U/S 54, 54B, 54EC Only.(Theory only)	**12 hrs** **2** **5** **2** 2 1	Lectures
Module – V : **Income from Other Sources** • Interest on Securities, Dividends on Shares, Casual Income • Family Pension, Gifts Received and Other General Incomes • Computation of income from other sources (Simple Problems) **Introduction to Goods And Services Tax (GST)** • Meaning – Salient features and Objectives of GST. Subsuming of taxes – Benefits of implementing GST • Constitutional amendments - Structure of GST (Dual Model) Salient features of CGST Act, SGST Act (Telangana State), Integrated GST - GST Council: Structure, Powers and Functions.	**12 hrs** 1 **1** **4** **2** **2** 1 1	Lectures and PPT

	Learning Resources
1	Dr. Singhania Vinod, K. and Dr. Singhania, Kapil. **Direct Taxes Law and Practice.** 48th edition. 2012-13. New Delhi: Taxman Publishers.
2	Raja Prem, H. 2012. **Systematic Study of Income Tax.** 27th edition. Bangalore: Sri Hamsrala Publications.
3	Gaur, V.P., Narang, D.B. and Ghai Puja. 2011. **Elements of Income Tax.** 26th revised edition. New Delhi: Kalyani Publishers.
4	Raja Prem, H. 2012. **Taxation Direct and Indirect Taxes.** 4th edition. New Delhi: Sri Hamsrala Publications.
5	Madhukar N Hiregange: Goods and Services Tax, Wolters Kluwer
6	All About GST: V.S Datey - Taxman's.
7	CA. Arun Gupta – Student guide to GST

Global Tourism Geography

Credits: 5 **Semester: III**
Course Code: BBTR26302 **No of Lecture Hours: 75**

Course Objective:
To develop spatial, climatic, transport, and regional geographical understanding of global tourism systems for effective destination analysis, planning, and sustainable tourism decision-making.

Course Outcome:

CO1: Understand basic concepts of tourism geography, world time calculations, and how climate affects tourism seasons.
CO2: Identify IATA regions, major tourism routes, and important global transport networks and gateways.
CO3: Explain tourism features and major destinations of the Americas and Europe.
CO4: Describe tourism geography and key destinations of Asia, Africa, and Oceania.
CO5: Understand destination planning models, tourism impacts, use of GIS, and future trends in tourism geography.

Course Content	Hours Allotted	Pedagogy
Module I: Foundations of Geography & Time • Introduction: Definition and scope of Tourism Geography; the "Space-Time-Place" concept. • Earth Systems: Latitudes, Longitudes, and the International Date Line. • Time Management: Calculating GMT/UTC, Daylight Saving Time (DST), and Elapsed Travel Time. • Climate & Weather: World climate zones and their influence on seasonality in tourism.	**(15)** 3 4 4 4	Power point presentations / Lectures/ Case Studies
Module II: IATA Geography & Global Transport (12 Hours) • IATA Areas: Traffic Conference areas (TC1, TC2, TC3) and sub-regions. • Global Flows: Major international tourism corridors and Gateway cities. • Transport Networks: Geography of Air, Rail (Eurail/Amtrak), and Maritime (Cruise) routes. • Mapping Skills: Identification of major international airports, seaports, and land-locked vs. coastal destinations.	**(15)** 4 4 4 3	Video presentations / Lectures / Assignments
Module III:The Americas & Europe (TC1 & Western TC2) • North America: The National Park system (USA/Canada) and Urban Tourism hubs. • Latin America: Caribbean island geography; The Andes and Amazon (Peru/Brazil).	**(15)** 3 4	Lectures / Assignments / Video Presentations

• Western & Mediterranean Europe: Major circuits in France, UK, Italy, and Spain. • Scandinavia: Geography of the "Midnight Sun" and Northern Lights.	4 4	
Module IV: Asia, Africa & Oceania (TC3 & Eastern TC2) • The Middle East & Africa: Heritage tourism in Egypt/Jordan; Safari geography in East/South Africa. • Asia: The Himalayan belt; SE Asian coastal hubs (Thailand/Indonesia); East Asian giants (China/Japan). • Oceania: Physical geography and tourism of Australia, New Zealand, and Pacific Island nations.	**(15)** 5 5 5	Lectures / Video Presentations
Module V: Planning, Impact & Future Trends • Destination Models: Butler's Tourism Area Life Cycle (TALC) and Carrying Capacity. • Environmental Impact: Tourism's role in climate change and coastal/mountain degradation. • Spatial Planning: Introduction to GIS (Geographic Information Systems) in destination mapping. • Future Trends: Digital geography, resilient tourism, and emerging frontier destinations.	**(15)** **3** 4 4 4	Lectures/ Presentations

Learning Resources	
1.	Textbook: Worldwide Destinations: The Geography of Travel and Tourism – Brian Boniface & Chris Cooper
2.	Reference books: Worldwide Destinations: The Geography of Travel and Tourism – Brian Boniface & Chris Cooper
3	International Geography of Tourism, *Vanishree C. T.* Himalaya Publishing House
4	UNWTO Reports and Publications

CORPORATE GOVERNANCE & BUSINESS ETHICS

Credits: 4 **Semester: III**
Course Code: BBTR26303 **No of Lecture Hours: 60**

Course Objective:
To develop ethical awareness, moral reasoning, and governance understanding in business, enabling students to apply ethical principles, legal frameworks, and responsible practices in organizations.

Course Outcome:
CO1: Explain values, ethics, and ethical decision-making relevant to responsible managerial behavior.
CO2: Apply ethical theories and cultural perspectives to analyze business and professional dilemmas.
CO3: Examine the relationship between law, ethics, and social responsibility in business operations.
CO4: Describe corporate governance mechanisms, roles, and transparency requirements in organizations.
CO5: Analyze contemporary governance issues, corporate failures, and regulatory frameworks including Companies Act, 2013.

Course Content	Hours Allotted	Pedagogy
Module I: Foundations of Values, Ethics, and Business Ethics • Values: Meaning, importance, sources, and types of values • Ethics and morality: Concepts and distinctions • Ethical behaviour and moral decision-making in business • Nature, scope, and relevance of business ethics • Ethical practices in management: Integrity, fairness, accountability • Ethical challenges faced by managers in contemporary business	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures/ Case Studies

Module II: Ethical Theories and Cultural Dimensions • Ethical value systems and moral philosophies • Utilitarianism and Universalism • Distributive Justice and Social Contract theories • Individual freedom of choice and ethical responsibility • Professional codes of ethics in corporate organizations • Culture and ethics: Cross-cultural ethical issues in business	**(12)** **2** **2** 2 2 2 2	Video presentations / Lectures / Assignments
Module III: **Law, Ethics, and Social Responsibility** Meaning and scope of law and ethics Relationship between law and ethics in business Role of institutions in enforcing ethical business behaviour: Government, corporates, financial institutions, NGOs Impact of business laws on ethical conduct Social responsibilities of business Environmental protection, fair trade practices, and consumer protection	**(12)** 2 1 1 2 2 2 2	Lectures / Assignments / Video Presentations
Module IV: Corporate Governance Framework Concept and evolution of corporate governance Need, objectives, and issues in corporate governance Corporate governance codes and best practices (Indian context) Transparency, disclosure, and ethical reporting Role and responsibilities of Board of Directors Role of auditors and shareholders in governance	**(12)** **2** 2 2 2 2 2	Lectures / Video Presentations
Module V: Contemporary Governance Issues and Regulatory Framework • Global issues and challenges in corporate governance • Corporate frauds and scams: Learning from failures (Indian and global examples) • Corporate Social Responsibility (CSR) and sustainability • Committees on corporate governance in India and abroad • Overview of Companies Act, 2013: Provisions related to corporate governance • Emerging trends: ESG, stakeholder capitalism	**(12)** 2 2 2 2 2 2 2	Lectures/ Presentations

Learning Resources	
1.	Textbook: Fernando, A. C. *Business Ethics and Corporate Governance*. Pearson Education, New Delhi.
2.	Velasquez, M. G. *Business Ethics: Concepts and Cases*. Pearson Education.
3	Kumar, Senthil & Rajan, Senthil. *Business Ethics and Values*. Himalaya Publishing House.
4	Companies Act, 2013 (Relevant sections on Corporate Governance).

TOURISM PRODUCTS

Credits: 4 **Semester: III**
Course Code: BBTR26304 **No of Lecture Hours: 60**

Course Objective:
To understand tourism products, their classification, development, management, and emerging trends, enabling students to analyze tourism offerings and apply product concepts in tourism marketing and planning.

Course Outcome:
CO1: Explain concepts, components, classifications, and life cycle of tourism products and their role in destination competitiveness.
CO2: Identify and analyze heritage, architectural, and cultural tourism products with emphasis on conservation and responsible tourism practices.
CO3: Examine living cultural tourism products and cruise tourism operations, including services, destinations, and global and Indian case studies.
CO4: Assess natural, adventure, and special interest tourism products focusing on sustainability, ecotourism, and responsible resource utilization.
CO5: Apply tourism product development, MICE concepts, technology integration, and future trends in domestic and international tourism contexts.

Course Content	Hours Allotted	Pedagogy
Module I: Introduction to Tourism Products • Meaning, definition, nature, scope, and characteristics of tourism products • Difference between tourism resources and tourism products • Characteristics: intangibility, perishability, inseparability, heterogeneity • Components of tourism products: attractions, amenities, accessibility, ancillary services • Classification of tourism products: Natural, man-made, and symbiotic • Tangible vs. intangible products • Core, facilitating, supporting, and augmented products • Tourism Product Life Cycle (TPLC): exploration, development, maturity, stagnation, rejuvenation/decline • Product mix and destination competitiveness • Role of tourism products in tourism marketing	**(12)** 1 1 1 1 2 2 1 1 2 1	Power point presentations / Lectures/ Case Studies
Module II: Heritage, Architectural & Cultural Tourism Products • Concept and scope of heritage tourism: cultural, historical, architectural, and natural heritage • Architectural typologies: ancient, medieval, colonial, and modern	**(12)** 2 2 2	Video presentations / Lectures / Assignments

• Major heritage destinations and monuments of India (Taj Mahal, Khajuraho, Ajanta–Ellora, forts, temple landscapes) • UNESCO World Heritage Sites: principles, criteria, and significance • Museums, art galleries, and interpretation centers • Cultural tourism products: fairs, festivals (Kumbh Mela, Pushkar, Hornbill), rituals, and traditions • Heritage management, conservation ethics, and responsible tourism	2 1 2 1	
Module III: **Cultural, Living & Cruise Tourism Products** • Living cultural tourism products: Performing arts (classical and folk dances, music) Arts, crafts, textiles, artisan clusters Souvenirs, craft melas, and experiential tourism • Food and cuisine tourism as a cultural product • Evolution and growth of the global cruise tourism industry • Types of cruises: ocean, river (Ganga & Brahmaputra), luxury and budget cruises • Cruise operations: ship anatomy, onboard facilities, cabin categories, entertainment services • Shore excursions and destination interface • Case studies: Royal Caribbean, Carnival Cruises, Cordelia Cruises (India)	**(12)** 3 1 1 1 3 1 2	Lectures / Assignments / Video Presentations
Module IV: Natural, Adventure & Special Interest Tourism Products • Natural tourism products: mountains, hill stations, islands, rivers, beaches, deserts • Flora and fauna of India as tourism resources • National parks, biosphere reserves, and wildlife sanctuaries (Jim Corbett, Kaziranga, Kanha, etc.) • Adventure tourism: Land-based (trekking, mountaineering), Water-based (rafting, scuba diving), Air-based (paragliding) • Ecotourism and rural tourism: homestays, farm tourism, community-based products • Concepts of sustainability, carrying capacity, and responsible use of natural resources	**(12)** 2 1 2 3 2 2	Lectures / Video Presentations
Module V: Product Development, MICE & Future Trends • Tourism product development process: ideation, planning, testing, and commercialization • Product innovation and quality management in tourism • Packaging of tourism experiences and itinerary design • MICE tourism: meetings, incentives, conferences, exhibitions as tourism products	**(12)** 2 1 1 2 1	Lectures/ Presentations

• Event tourism: sports events, film festivals, trade fairs • Role of technology and digital media: Virtual Reality (VR) tours, Smart destinations, AI-driven personalized tourism products • Future trends: space tourism, dark tourism, glamping • Domestic vs. international tourism product perspectives	1 2 2	

Learning Resources	
1.	Textbook: Bhatia, A. K. , *Tourism Development: Principles and Practices,* Sterling Publishers, New Delhi.
2.	Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S.*Tourism: Principles and Practice,* Pearson Education, India Edition.
3	UNWTO e-Library – tourism product trends, sustainability
4	Incredible India Portal – Indian tourism products & circuits

MARKETING MANAGEMENT

Credits: 4 **Semester: III**
Subject Code: BBTR24303 **No. of lecture hours: 60**

Course Objective: To help students understand the concept of marketing mix elements and its applications.

Course Outcome: Students will be able to integrate various elements of marketing in developing marketing plans for specific marketing activities.
CO1. Explain the concept of marketing and sketches the marketing environment.
CO2. Classify the market and identify the various market segments.
CO3. Point out the marketing mix with reference to product and price.
CO4. Analyze the promotion mix and the channels of distribution.
CO5. Explain importance of direct ,online marketing, Social networking and E-Tourism

Course Content	Hours Alloted	Pedagogy
UNIT-I : Marketing	**12 hrs**	
• Concept of marketing – evolution – definitions	**1**	
• Nature and scope-significance of marketing	**1**	
• Marketing management tasks,	**1**	
• Distinction between marketing concept and selling concept	**1**	
• Role of marketing in developing economy	**1**	
• Marketing of Non-profit organizations	**1**	
• Concept of market place in tourism:	**1**	
Marketing Environment		
• Micro environment – meaning	**1**	
• Factors influencing micro environment – company consumers – competitors –suppliers – marketing intermediaries	**1**	
• Macro environment – meaning		
• Factors influencing macro environment – cultural / social environment – demographic environment – physical / natural – legal / political –economic – technological environment	**1**	
• SWOT Analysis	**1**	
UNIT-II: Market Segmentation and Targeting	**12 hrs**	
• Identification of Market Segments	**2**	
• Segmenting Consumer Markets	**2**	
• Segmentation Basis	**2**	
• Selecting Target Markets	**2**	
	2	

• Segmentation and Targeting as a basis for strategy formulation • Developing and communicating a positioning strategy	**2**	
UNIT-III: Marketing Mix	**12 hrs**	
Product		
• Definition of product – levels of product – classification of products	**1**	
• Product-mix decisions – product-life decisions	**1**	
• Brand decisions – packaging and labeling decisions	**1**	
• New product development – stages in new product development process	**1**	
• Product life cycle – stages involved	**1**	
• Components of Destination Marketing Mix	**1**	
• Managing existing Tourism Products - New	**1**	
• Product development in Regional Tourism	**1**	
Price		
• Concept – meaning of price and pricing – importance of pricing	**1**	
• Pricing objectives – factors influencing pricing	**1**	
• Price setting procedure – selecting a price method – adapting the price, Geographical pricing – price discounts and allowances	**1**	
• Promotional pricing – discriminating price, Pricing Strategies - Tourists Perception of Price.	**1**	
UNIT-IV: Channels of Distribution	**12 hrs**	
• Marketing channels – number of channel levels	**1**	
• Channel design – channel dynamics	**2**	
Promotion	**3**	
• Promotion mix variables	**1**	
• The communication process		
• Advertising – designing effective advertising programmes	**1**	
• Deciding on the media	**1**	
• Sales promotion – purpose	**1**	
• Major decisions in sales promotion	**1**	
UNIT-V: Direct and Online Marketing	**12 hrs**	
• Direct Marketing- Meaning-importance	**2**	
• forms of dircet marketing (direct mail marketing, catalog marketing, direct-response television marketing, kiosk marketing)	**2**	
• Online marketing-meaning and importance	**2**	

• Online and Social Media Marketing in Hospitality marketing and the internet -domains of online marketing • the promise and challenges of online marketing • Social networking and E-tourism: Meaning - importance and its impacts on tourism business.	**2** **2** **2**	

	Learning Resources
1	Kotler Philip, Gary and Armstrong. **Principles of Management.** 13th Edition. New Delhi: Ehsan eUl Haque Publications.
2	Kotler Philip. 2007. **Marketing Management.** New Delhi: Pearson Publications.
3	Sherlekar, S.A. 2011. **Marketing Management.** 13th Revised Enlarged Edition. Mumbai: Himalaya Publications.
4	Karunakaran, **K. Marketing Management.** 3rd Revised and Enlarged Edition. Mumbai: Himalaya Publications.
5	Manjula Chaudhary (2010), **Tourism Marketing**, Oxford University Press, New Delhi.

TOURISM MANAGEMENT - PRACTICAL
(GE Inter-Departmental/Inter-Disciplinary)

Credits: 1 **Semester: III**
Course Code: G24BBTR1P No of Lecture Hours: 30

Course Objective:

- Understand Tourism, its scope and relevance to the country

Course Outcome:

Students will understand the structure, form of the tourism industry and the role of various organizations in the industry.

S. No	Topic	Hours
1	Identify the significance of tourism to the development of the country.	3
2	Students are expected to identify various factors which are motivators and deterrents of travel	3
3	Prepare a report on various forms of tourism	3
4	Prepare a report on various religious tourist attractions in India	3
5	Students are expected to identify the various organizations in international travel	3
6	Identify and prepare a report on various tourism related organizations in India	3
7	Identify the documents required for international travel	3
8	Identify various initiatives which can contribute to sustainable tourism	3
9	Prepare a report on how foreign currency is encashed for foreign travel	3
10	Prepare a report on tourism planning initiative taken by the government to develop tourism in the country	3

INTERNSHIP

Credits: 2 **Semester: III**
Course Code: BBTR26305

Objective of the Internship

- To provide students with practical exposure to professional environments and enable them to apply the knowledge, skills, and competencies acquired in Management, Hospitality, Tourism, and Aviation to understand real-world business and operational challenges.
- It aims to enhance analytical ability through experiential learning in industry, research organizations, government agencies, or academic institutions.

Course Outcomes:

- **Demonstrate** technical, analytical, and problem-solving skills.
- **Analyze** organizational processes and business operations to identify practical solutions to workplace challenges.
- **Develop** professional competencies including communication, teamwork, and ethics.
- **Present** and **justify** the internship work through a comprehensive report and seminar.

Duration and Timing

- **Duration:** Minimum **4 Weeks (One Month)**
- **Timing:** During Summer Holidays after the completion of II Semester Examinations.
- **Working Hours:** As per the host organization norms.

Assessment and Evaluation

Evaluation of the internship will be based on:

- Internship performance and work quality
- External evaluation
- Internship report and documentation
- Presentation and Viva Voce

The weightage of each component will be as per institutional norms.

Internal Assessment 40 Marks **External Assessment 60 Marks**

Evaluation Criteria	Marks Allocated
Project work	15
Weekly observations	5
Internal Presentation	10
Viva Voce	5
Attendance	5

Evaluation Criteria	Marks Allocated
Project Report	30
Presentation	20
Viva Voce	10

General Guidelines:

- Students shall undertake the internship after successful completion of the II Semester examinations.
- Internship shall be approved by the Department before commencement.
- Students shall maintain a daily work diary/logbook.
- The internship report shall be certified by the Faculty Guide.

- Students shall submit the internship report and appear for the Seminar Presentation and Viva-Voce.

Nature of Internship

Students may undergo internship in any of the following organizations, subject to approval by the Department:

- Corporate organizations and business enterprises
- Tourism, hospitality, event management, and service industries
- Banks, financial institutions, and insurance companies
- Government departments, public sector undertakings (PSUs)
- NGOs, non-profit organizations, and social enterprises
- Educational institutions and research organizations

Internships may be paid or unpaid.

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM

Semester Scheme AY 2026-2027 for Batch 2025-2028

Semester -IV

S.No.	Part	Course type	Course Code	Title Of the Course	Hours/ week	Credits	Marks		Total	Duration of Exam
							Int	Ext		
THEORY										
1.	II	SEC	BBTR26401	French 1	02+1T	02	40	60	100	02
2.	II	DSC	BBTR24401	Environmental Studies & Eco Tourism	05	05	40	60	100	03
3.	II	DSC	BBTR26402	Human Resource Management	04+1T	04	40	60	100	03
4.	II	DSC	BBTR26403	E- Commerce	04	04	40	60	100	03
5.	II	DSC	BBTR24404	Financial Management	05+1T	05	40	60	100	03
6.	II	DSC	BBTR26404	Consumer Behaviour in Tourism	04+1T	04	40	60	100	03
PRACTICAL										
7.	II	DSC	BBTR26405	Web Programming	02	01	40	60	100	03
TOTAL					30	26	280	420	700	

FRENCH-I

Credits: 2 **Semester: IV**
Course Code: BBTR26401 **No of Lecture Hours: 30**

Course Objective: To provide the necessary knowledge and communication skills in French to interact with tourists**.**
Course Outcomes:
CO1: Introduction: greetings, introducing oneself and introducing someone
CO2: Describing places and the weather
CO3: Knowledge of food
CO4: Means of transportation and arrangements
CO5: Describe people and preferences

Course Content	Hours Allotted	Pedagogy
Module I: Title: • The alphabet, numbers, greetings, and introducing oneself and someone else • Definite and indefinite articles • Present tense: Verbs (Group I – er ending) • Tourism vocabulary	**(6)** 2 1 2 1	Lectures
Module II : Title: • Contracted articles. Places/locations and directions • Introduce your family • Verbs (être and avoir) and examples • Present tense: Verbs (Group II -ir) • Prepositions • Present tense: Irregular verbs (prendre, aller, venir, etc.)	**(6)** 1 1 1 1 1 1	Lectures et Assignments
Module III: Title: • Partitive articles • A conversation in a restaurant or café • Expressions of quantity • Role-play (At the restaurant) • (Conversation between you and the server at the restaurant)	**(6)** 1 1 1 1 2	Assignments
Module IV: Title: • Means of transportation • The verb: prendre and what time is it? • Expressions of time. Daily life • Book a ticket at the counter (A conversation) • Passé composé with être	**(6)** 1 1 1 1 1 1	Lectures/Assignments

• Passé composé with avoirec avoir		
Module V: Title: • Parts of the body and describe people • Describe tourists and clients • Dialogues: Say what you like and don't like • Imperatives • Tourist and historical destinations.	**(6)** 1 1 1 2 1	Assignments / Lectures

Learning Resources	
1.	Textbook: Alter ego A1 (Author: Emmanuel Daill - publishers: Hachette
2.	Reference books: Jumelage (Author: Manjari Khandekar,Roopa Luktuke, publishers: Longers

ENVIRONMENTAL STUDIES & ECO TOURISM

Credits: 5 **Semester: IV**
Subject Code: BBTR24401 **No. of lecture hours: 75**

Course Objective:

- To understand the importance of ecological balance for Sustainable Development.
- To understand the impacts of developmental activities and mitigation measures
- To understand the environmental policies and regulations
- Develop knowledge, understand, and appreciation of environmentally responsible travel

Course Outcome: Students will gain knowledge on environmental aspects and involve themselves in acquiring a sustainable environment.

CO1. Understand the importance of Environmental education, conservation of natural resources & understand the importance of ecosystems and biodiversity

CO2. Understand the pollution problems and apply the environmental science knowledge on solid waste management, disaster management

CO3. Apply the environmental science knowledge to improve the resources and Evaluate and understand the sustainable environmental conditions and control methods

CO4. Understand principles and views of Eco Tourism

CO5. Comprehend the objectives of Eco Tourism through various case studies

Course Content	Hours Alloted	Pedagogy
UNIT-I	**15 hrs**	
• Natural Resources, Ecosystems, & Biodiversity	**3**	
• Definition, Scope and importance of environmental studies. Need for public awareness.	**2**	
• Renewable & Non Renewable resources, Brief account on Forests, Water, Minerals and Energy (Solar, Wind, and Geo-thermal & Bio-energy).	**2**	
• Definition of Ecosystem, Structure and functions—food chains, food webs, ecological pyramids, producers, consumers and decomposers.	**2**	
• Energy flow and example ecosystems--- Forest, Desert, Aquatic ecosystems.	**2**	
• Definition of Biodiversity, types (Genetic, Species, Ecosystem), India- mega diversity Nation.	**2**	
• Hotspots, Threats to biodiversity, Conservation of biodiversity (In-Situ and Ex-Situ).	**2**	
UNIT-II	**15 hrs**	
• Environmental Pollution	**2**	
• Definition of Environmental pollution	**2**	
• Brief account of causes, effects, prevention and control measures of	**2**	

• Air pollution • Water Pollution • Soil pollution • Noise pollution • Marine Pollution • Solid Waste Management: Causes, Effects & Control measures of urban and industrial wastes • Disaster Management: floods, Earth quakes, and Cyclones.	**2** **2** **1** **1** **1** **1** **1**	
UNIT-III • Social Issues and Environment • Rain-Water Harvesting, Water-shed Management, and From Unsustainable to Sustainable Development. • Global Warming, Ozone depletion, and Acid rains • Environmental Legislation: Air Act, Water Act, Environmental Protection Act, Forest Act, Wildlife Act. • Population Explosion its impact on Environment • Environmental & Human Health • Role of Information Technology in Environmental Studies.	**15 hrs** **3** **2** **2** **2** **2** **2** **2**	
UNIT-IV • Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism • Mass Tourism Vs Ecotourism • Typology of Eco-tourists - Ecotourism Activities & Impacts Ecotourism Development Agencies • Role of the International Ecotourism Society – the UNWTO, UNDP, WWF • Department of Forest and Environment • Government of India, ATREE, EQUATIONS.	**15 hrs** **3** **3** **3** **2** **2** **2**	
UNIT-V • Concept, objectives, significance of Ecotourism. • Ecotourism Policy and planning • Carrying Capacity, Visitor Management, Ecotourism in Protected Areas • Case Study: Periyar National Park, Thenmala Eco-Project, Sunderbans Eco tourism Project, Kaziranga National Park, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Manar, Kruger National Park, South Africa.	**15 hrs** **4** **4** **3** **4**	
Field Visit for Environmental Studies/Ecotourism: Visit to any polluted site		

Visit to any Ecotourism protected areas		

	Learning Resources
1	Rajagopalan R. 2015. Environmental Studies-from Crisis to Cure. Third Edition. Chennai: Oxford University Press.
2	Dr D K Asthana and Dr Meera Asthana. 2014. A Text Book of Environmental Studies Revised Edition. New Delhi: S. Chand & Company
3	Anubha Kaushik and C.P. Kaushik Published. 2016. Perspectives in Environmental Studies. Fifth Edition. New Delhi: New Age International.
4	Stephen Wearing and John Neil. Ecotourism: Transitioning to the 22nd Century

HUMAN RESOURCE MANAGEMENT

Credits: 4 **Semester: IV**
Course Code: BBTR26402 **No of Lecture Hours: 60**

Course Objective:
To provide students with fundamental knowledge of Human Resource Management functions, practices, and contemporary issues for effective management of people in organizations.

Course Outcome:
CO1: Understand basic concepts, scope, evolution, and role of Human Resource Management in organizations and factors influencing HR practices.
CO2: Understand human resource planning, job analysis, recruitment, selection, induction processes, and ethical issues in acquiring human resources.
CO3: Understand training, development, performance appraisal methods, and their role in improving employee skills, efficiency, and organizational effectiveness.
CO4: Understand compensation systems, motivation theories, incentives, employee engagement practices, and quality of work life in organizations.
CO5: Understand employee relations, trade unions, grievance handling, labour issues, and emerging HR challenges including diversity and gig workforce.

Course Content	Hours Allotted	Pedagogy
Module I: Foundations of Human Resource Management	**(12)**	
• Concept, meaning, nature, and scope of HRM	2	Power point presentations / Lectures/ Case Studies
• Evolution of HRM	1	
• Personnel management to strategic HRM	1	
• Objectives and functions of HRM	2	
• HRM vs Personnel Management	2	
• Role of HR manager in modern organizations		
• HRM environment: internal and external factors	2 2	
Module II: Human Resource Planning, Recruitment & Selection	**(12)**	
• Human Resource Planning: meaning, process, and importance	3	Video presentations / Lectures / Assignments
• Job analysis: job description and job specification	3	
• Recruitment: sources, methods, and challenges	3	
• Selection process: tests, interviews, and induction	3	
• Placement and socialization		
• Ethical issues in recruitment and selection		

Module III: Training, Development & Performance Management • Training: concept, need, and types • Training methods: on-the-job and off-the-job • Management Development Programs (MDPs) • Performance appraisal: concept, objectives, and methods • Errors in performance appraisal • Contemporary performance management systems	**(12)** 2 2 2 2 2 2	Lectures / Assignments / Video Presentations
Module IV: Compensation, Motivation & Employee Engagement • Compensation management: o Wage and salary administration o Incentives and benefits • Factors influencing compensation • Motivation: concept and importance • Theories of motivation (Maslow, Herzberg, McClelland – applied focus) • Employee engagement and retention strategies • Quality of Work Life (QWL)	**(12)** **2** 2 2 2 2 **2**	Lectures / Video Presentations
Module V: Employee Relations & Contemporary HR Issues • Industrial relations: concept and importance • Trade unions: role and functions • Grievance handling and discipline • Labour turnover and absenteeism Contemporary HR issues: • HR analytics (introductory) • Diversity and inclusion • Work-from-home and gig workforce • Ethics and compliance in HR	**(12)** **2** **1** 2 1 1 1 2 2	Lectures/ Presentations

Learning Resources	
1.	Textbook: **Managing Human Resources** – K. Aswathappa (McGraw Hill)
2.	Reference books: **Human Resource Management** – Gary Dessler (Pearson)
3	**Human Resource Management** – C.B. Gupta (Sultan Chand & Sons)

E-COMMERCE

Credits: 4 **Semester: IV**
Subject Code: BBTR26403 **No. of lecture hours: 60**

Objective: To help students understand the many facets of E-Commerce related to network infrastructure, business strategies and pertinent technologies to meet the ever expanding needs of consumer applications in the global context.

Course Outcomes: Students will have comprehensive knowledge on various facets of e-commerce related to network infrastructure, business strategies, and pertinent technologies.
CO1. Explain electronic commerce framework and WWW architecture.
CO2. Select mercantile process models and types of electronic payment systems.
CO3. Apply EDI implementations and analyze intra organizational electronic commerce
CO4. Design corporate digital library, advertising and marketing on the internet.
CO5. Identify consumer search and resource discovery, on demand education and digital copy rights.

Course Content	Hours Allotted	Pedagogy
Module I: Introduction to Electronic Commerce Electronic Commerce Framework – electronic commerce and media convergence The anatomy of E-Commerce applications Electronic commerce consumer applications Electronic commerce organization applications **Electronic Commerce and World Wide Web** Architectural framework for electronic commerce World Wide Web (WWW) as the architecture Web background Hypertext publishing Technology behind the web Security and the web	**(12)** **3** **3** **4** **2**	Power point presentations / Lectures/ Case Studies
Module II: Consumer – Oriented Electronic Commerce Consumer – oriented applications Mercantile process models Mercantile models from the consumer's perspective Mercantile models from the merchant's perspective **Electronic Payment System** Types of electronic payments	**(12)** 2 2 2 1 2	Video presentations / Lectures / Assignments

Digital token-based electronic payment systems Smart cards and electronic payment systems Credit card-based electronic payment systems Risk and electronic payment systems	1 1 1	
Module III: EDI Implementation, MIME and Value Added Networks Standardisation and EDI EDI Software Implementation EDI envelope for message transport Value Added Networks (VANs) **Intra-Organizational Electronic Commerce** Internal information systems Macro-forces and internal commerce Work flow automation and co-ordination Customization and internal commerce Supply chain management	**(12)** 2 1 1 2 2 2 1 1	Lectures / Assignments / Video Presentations
Module IV: The Corporate Digital Library Dimensions of internal electronic commerce systems Making a business case of document library Types of digital documents Issues behind document infrastructure Corporate data warehouses **Advertising and Marketing on the Internet** The new age of information – based marketing Advertising on the internet Charting the on-line marketing process Market research	**(12)** 2 1 1 1 1 2 2 1 1	Lectures / Video Presentations
Module V: Consumer Search and Resource Discovery Search and resource discovery paradigms	**(12)**	Lectures/ Presentations

Information search and retrieval Electronic commerce catalogues or directories Information filtering, consumer Data interface emerging tools **On Demand Education and Digital Copyrights** Computer based education and training Technological components of education on demand Digital copy right and E-Commerce	2 1 2 1 1 2 2 1	

Learning Resources	
1.	Textbook: Kalakota Ravi and Whinstone Andrew, B. **Frontiers of Electronic Commerce**. International Student edition. 2009 Impressed edition. New Delhi: Pearson Publications.
2.	Reference books: Treese Winfield, G. and Stewart Lawrence, C. 1998. **Designing Systems for Internet Commerce**. Low priced edition.

FINANCIAL MANAGEMENT

Credits: 5 **Semester: IV**
Subject Code: BBTR24404 **No. of lecture hours: 75**

Objectives:

To provide the necessary basic tools for the students to manage the finance function.
To make students understand the management of the financing of working capital needs and the long term capital needs of the business organization.

Course Outcomes: Students will be able to recognise basic business financial management concepts and tools of analysis for financing a firm.

CO1. Interpret the concept of business finance, finance decision and functions of finance manager.
CO2. Understand the concept of cost of capital and leverages and calculate the cost of capital and leverages of a business concern.
CO3. Interpret the concept of capital budget and will be able to apply the techniques of ARR, NPV,IRR, PI etc.
CO4. Understand the concept of working capital management and apply the concept and able to determine working capital requirement of a business organization.
CO5. Interpret the concept of cash management and cash budgeting and receivable management.

Course Content	Hours Allotted	Pedagogy
Module I:	**(15)**	Power point presentations / Lectures
● Meaning of Finance and Financial Management	3	
● Types of Finance-Public and Private Finance, Classification of Private Finance Personal Finance, Business Finance and Finance of Non-Profit Organization	2	
● Importance and Scope of Financial Management,	2	
● Approaches to Finance Function Relationship of Finance with Other Business Functions,	2	
● Objectives of Financial Management, Profit Maximization and Wealth Maximization -	2	
● Merits and Criticisms Financial Decisions, Internal Relation of Financial Decisions,	2	
● Factors Influencing Financial Decisions, Functions, Areas of Financial Management Functions of a Finance Manager	2	

Module II: ● Concept and Significance of the Cost of Capital ● Specific Cost of Capital, Various Sources of Finance ● Cost of Debt (Including Simple Problems) ● Cost of Preference Capital (Including Simple Problems) ● Cost of Equity (Including Simple Problems) ● Book Value Weights Vs. Market Value Weights ● **Leverages** Financial Leverages (Including Simple Problems) Operating Leverages (Including Simple Problems) Combined Leverages (Including Simple Problems)	**(15)** 2 2 2 2 2 2 3	Lectures / Assignments
Module III: Indian Economic Environment ● **Capital Budgeting,** Concept of Capital Budgeting – Importance of Capital Budgeting ● Kinds of Capital Budgeting Decisions ● Methods of Appraisal – Non DCF and DCF Techniques of Appraisal ● Payback – Discount Payback (Including Simple Problems) ● Accounting Rate of Return (Including Simple Problems) Net Present Value (Including Simple Problems) ● Internal Rate of Return and Profitability Index (Including Simple Problems)	**(15)** 2 2 3 2 3 3	Lectures / PPT Presentations
Module IV: ● Meaning of Working Capital, ● Types of Working Capital ● Working Capital Cycle, Adequate Working Capital ● Determinants of Working Capital, ● Estimation of Working Capital. Management of Cash, ● Cash Budget (Including Simple Problems	**(15)** 3 2 3 2 2 3	Lectures / Presentations / Assignments
Module V: ● **Receivables Management,** Management of Receivables, Objectives of Receivables Management ● Optimum Credit Policy-Aspects of Credit Policy ● Credit Terms–Credit Standards–Collection Policy (Theory Only) ● Management of Inventory (Theory Only) ● **Dividend Policy Decisions,** Meaning, Kinds, ● Determinants of Dividend Policy Decisions	**(15)** 3 2 3 2 3 2	Lectures/ Presentations

Learning Resources
1. Textbook: Pandey, I.M. **Financial Management.** 10th Edition. New Delhi: Vikas Publishing House Pvt Ltd.
2. Khan, M.Y. and Jain, P.K. **Financial Management.** 6th Edition. New Delhi: Tata McGraw Hill Publications.
3. Shashi Gupta, K. and Sharma, R.K. **Financial Management.** 7th edition. New Delhi: Kalyani Publishers.

4. Sudarsana Reddy, G. 2008. **Financial Management.** Mumbai: Himalaya Publishing House. Prasanna Chandra. 2009. **Financial Management.** 7th Edition. New Delhi: Tata McGraw Hill Publications.
5. Kulkarni, P.V. And Satya Prasad, B.G. 2004. **Financial Management.** Mumbai: Himalaya Publishing House.

CONSUMER BEHAVIOUR IN TOURISM

Credits: 4 **Semester: IV**
Course Code: BBTR26404 **No of Lecture Hours: 60**

Course Objective:
To develop understanding of consumer and tourist behaviour, psychological and social influences, and application of behaviour models for effective tourism and service marketing decisions.

Course Outcome:
CO1: Understand consumer behaviour fundamentals, decision-making processes, and core models relevant to marketing and tourism contexts.
CO2: Analyze perception, learning, and attitude formation to evaluate their influence on tourist and service consumer behaviour.
CO3: Explain motivation, personality, and emotional factors affecting consumer choices and tourism-related purchase decisions.
CO4: Assess social, cultural, lifestyle, and psychographic influences shaping consumer behaviour in tourism markets.
CO5: Apply tourism-specific motivation theories and consumer behaviour models to analyze tourist decision-making and marketing implications.

Course Content	Hours Allotted	Pedagogy
Module I: Consumer Behaviour Foundations and Decision Process	**(12)**	Power point presentations / Lectures/ Case Studies
• Consumer Behaviour – Meaning, nature and scope. Relationship between Consumer Behaviour and Marketing Strategy. Consumer involvement and types of buying decisions.	3	
• Consumer Decision-Making Process – Need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. Types of buying behaviour and marketing implications.	3	
• Consumer Behaviour Models – Howard–Sheth Model, Nicosia Model and Buyer Behaviour Model – relevance and limitations.	4	
• Introduction to consumer behaviour in tourism and services.	2	

Module II: Perception, Learning and Attitudes • Consumer Perception – Meaning and process of perception, elements of perception, perceptual selection, organization and interpretation. Marketing applications of perception in tourism and service industries. • Consumer Learning – Concept and nature of learning. Learning theories – Behavioural learning theory and Cognitive learning theory. Learning and brand loyalty in tourism. • Consumer Attitudes – Concept and components of attitude. Tri-component Attitude Model and Multi-attribute Attitude Model. Attitude formation and attitude change strategies.	**(12)** 4 4 4	Video presentations / Lectures / Assignments
Module III: Motivation, Personality and Emotional Influences • Consumer Motivation – Meaning and types of needs. Maslow's Hierarchy of Needs, McClelland's Three Needs Theory, Sheth's Five Needs Model. Motivation and consumer choice behaviour. • Tourism Motivation – Push and pull factors in tourism. Customer moods and emotions in service consumption. • Personality – Nature and determinants of personality. Theories of personality – Freudian theory, Neo-Freudian theory and Trait theory. Personality and tourism product choice.	**(12)** 4 4 4	Lectures / Assignments / Video Presentations
Module IV: Social, Cultural and Lifestyle Influences • Psychographics and Lifestyle – Psychographic segmentation • Values and Lifestyles (VALS). Lifestyle analysis and its relevance to tourism markets. • Social and Cultural Influences on Consumer Behaviour – Culture and sub-culture, social class and consumption patterns. Reference groups, family influences and opinion leadership. • Marketing implications of social, cultural and lifestyle influences on tourism and service marketing decisions.	**(12)** 3 3 3 3	Lectures / Video Presentations
Module V: Tourist Buying Behaviour and Tourism-Specific Models	**(12)** 4	Lectures/ Presentations

• Tourist Purchase Decision Process – Stages in tourist decision-making. Information sources used by tourists. Individual and group travel decisions. • Tourism Motivators and Determinants – Leisure Motivation Scale. Multiple and shared motivations. Expressed and real motivators. Motivators for different types of tourism products. Determinants of group travel. • Tourism Consumer Behaviour Models – Stimulus–Response Model. Mathieson and Wall Model of Travel Buying Behaviour. Marketing implications for tourism organizations.	4 4	

Learning Resources	
1.	Textbook: Swarbrooke, J., & Horner, S., **Consumer Behaviour in Tourism**, Butterworth-Heinemann.
2.	Reference books: Solomon, M. R., **Consumer Behaviour: Buying, Having and Being**, Pearson Education
3	Solomon, M. R., **Consumer Behaviour: Buying, Having and Being**, Pearson Education
4	Kotler, P., Bowen, J., & Makens, J., **Marketing for Hospitality and Tourism**, Pearson.

WEB PROGRAMMING PRACTICALS

Credits: 1 **Semester: IV**
Subject code: BBTR26405 **No. of practical hours: 30**

Objective: To develop skills in designing a web page and also to create interactive pages for validations.

Course Outcomes: Students will be independently able to design web pages and to apply the validation for interactive web pages.

1. Basic text formatting tags (1)
2. Inserting images (1)
3. Creation of ordered lists (1)
4. Creation of unordered lists (1)
5. Creation of definition lists (1)
6. Creation of tables (1)
7. Creation of forms (1)
8. Creation of frames (1)
9. Creation of links (1)
10. Using arithmetic operators in JavaScript (1)
11. Programs using conditional statements (1)
12. Programs using loops (1)
13. Programs using functions (1)
14. Programs using data validation (1)
15. Working with style sheets (1)

Contemporary Issues in Tourism – Self Study

Course Objective: To familiarize students with emerging tourism trends, responsible practices, policy frameworks, and skill requirements shaping contemporary tourism management.

Course Outcome:

CO1: Understand emerging tourism paradigms and key national tourism policies.
CO2: Apply responsible tourism principles and ethical digital practices.
CO3: Explain basic economic, legal, and enterprise aspects of tourism.
CO4: Analyze tourism safety, security, and crisis management issues.
CO5: Identify changing skill requirements and employment patterns in tourism.

Course Content	Hours Allotted	Pedagogy
Module I: Emerging Paradigms & Policy Frameworks • Changing tourism trends: shift from mass tourism to niche tourism such as medical, wellness, and MICE tourism. • Overview of major tourism initiatives in India: Swadesh Darshan 2.0, Vibrant Villages Programme, and National Strategy for Sustainable Tourism. • Role of technology in tourism: use of digital platforms, Generative AI, AR/VR, and the NIDHI+ portal in tourism planning and promotion.	**(6)** 2 2 2	
Module II: Responsible Tourism & Digital Ethics • The New Community Model: Evaluating successful Home-stays (The Kerala vs. Sikkim model) and their role in poverty alleviation. • The Ethical Consumer: The rise of the Conscious Traveler; managing the Instagram Effect and the ethics of geo-tagging sensitive zones. • Social Responsibility: The "Wed-in-India" campaign—integrating local culture into high-value tourism events. • Social Media Dynamics: Use of social media and AI in destination promotion and the risks of misinformation.	**(6)** 2 2 1 1	
Module III: Tourism Micro-Enterprises & Economic Frameworks • Introduction to tourism micro-enterprises and Special Tourism Zones (STZs). • Public–Private Partnership (PPP) model in tourism infrastructure.	**(6)** 2 2 2	

• Basic tourism taxation: GST, TCS, VAT, and tourist tax concepts. • Inbound and outbound tourism trends, including digital nomads.	1	
Module IV: Crisis Management, Safety & Security • Tourism security issues: impact of terrorism, political instability, and crime. • Health and safety in tourism: post-pandemic protocols and digital health systems. • Women's safety initiatives in tourism. • Basics of crisis management and disaster recovery in tourism destinations.	**(6)** 2 2 2	
Module V: Human Capital & Skill Transformation • Changing nature of tourism employment. • Skill requirements in technology-driven tourism services. • Managing digital and service-oriented teams. • Experience-based tourism and opportunities in the gig economy.	**(6)** 2 2 2 2	

Learning Resources	
1.	Textbook: Bhatia, A. K. *Tourism Development: Principles and Practices*. Sterling Publishers.
2.	Ministry of Tourism, Government of India – Policy documents and reports.
3	UNWTO Reports on Sustainable and Responsible Tourism.

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM
FIFTH SEMESTER
ACADEMIC YEAR 2026-27 OF 2024-27 BATCH (CBCS)

Sl. No.	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
					Internal	External	Total	
1	BBTR25501A BBTR25501B	Airline Ticketing/ Travel Agency & Tour Operations (DSE)	4	3	40	60	100	4
2	BB24501A BB18501B	Leadership & Change Management/ Talent & Knowledge Management (DsSE)	4	3	40	60	100	4
3	BBTR25502	Management Accounting (DSC)	6	3	40	60	100	5
4	BBTR25503	Business Laws (DSC)	6	3	40	60	100	5
5	BBTR25504	Strategic Management (DSC)	6	3	40	60	100	5
6	BBTR25505	Foreign Language 1 (SEC)	4	3	40	60	100	4
PRACTICALS								
-	-	-	-	-	-	-	-	
Total			**30**	**-**	240	360	600	27

AIRLINE TICKETING

Credits: 4 **Semester: V**
Subject Code: BBTR25501A **No. of lecture hours: 60**

Objective: To get the students acquainted with Aviation fare structure, airline routing, airfare construction, documentation and ticketing.
CO1: Understand the technical and professional information about the airlnes ticketing operations.
CO2: Familiarization with OAG
CO3: Learn construction rules for journeys and issue ticket.
CO4: Learn fundamental aspects of ticketing terminology.
CO5: Learn about the Global Distribution System and how it helps in tourism and airlines

Course Content	Hours Allotted	Pedagogy
Module I: Introduction to Airline ticketing	**(12)**	Power point presentations / Lectures
• Air Geography- IATA areas, sub areas, sub regions.	2	
• Time calculation- GMT variation, UTC and International date line.	2	
• Concept of standard time and daylight saving time,	2	
• Calculator of elapsed time, flying time and ground time.	2	
• Types of airfare, Latest fares in the industry- Apex, group fares, GV 10 fares, excursion fares.	2	
• How to send the EXO to ticketing agent. Basic ticketing methods. Air Travel Terminology	2	
Module II: Familiarization with OAG	**(12)**	Case Studies / Review of research articles
• Three letter city and airport code, airline designated code – minimum connecting time	2	
• Global indicators – Familiarisation with Air tariff:	2	
• Currency regulation, NUC conversion factors, General rules,	2	
• Planning itinerary by air.	2	
• Familiarization with TIM, Passport, Visa,	2	
• Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention	2	
Module III: Construction Rules For Journeys	**(12)**	Assignments
• HIP check , Back Haul Minimum Check (BHC) ,	2	
• CTM check , Mileage principles –	2	
• Fare construction with Extra Mileage allowances (EMA) ,	2	
• Extra Mileage surcharge (EMS),	2	
• Indirect Travel Limitation ,	2	
• Around the World fare ,Special fares.	2	
Module IV:Ticketing	**(12)**	Lectures
• Issue of manual ticket	2	
• reservation procedure	2	
• MPD, MCO, PTA and their purposes	2	
• Universal Air Travel Plan	2	
• Types of air travel cards	2	
• Billing and Settlement Plan (BSP)	2	

Module V: E-ticketing ● CRS-Introduction , ● Functioning of major CRS and their characteristics. ● Components of an electronic ticket, ● Types of tickets: Manual ticket/ Automated Ticket/ e-ticket ● Ticket Coupons Difference between I ticket and e-ticket , ● Various kinds of special fares. Details of an automated ticket	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	**Textbook:** . JagmohanNegi(2005),Air Travel Ticketing and fare construction, Kaniska, New Delhi .
2.	Reference books: 1. Gupta, S.K. (2007),International Airfare and TicketingMethods and Techniques,New Delhi: UDH Publishers and Distributers (P) Ltd. 2. Bhatia A.K. (2012). The Business of Travel Agency and Tour Operation Management, New Delhi: Sterling Publishers
3.	Journals & Periodicals:

TRAVEL AGENCY & TOUR OPERATIONS

Credits: 4 **Semester: V**
Subject Code: BBTR25501B **No. of lecture hours: 60**

Objective: To help students understand the functions, roles and importance of travel agencies and tour operators. To enrich student with knowledge of various procedures involved in handling the operations of a travel agency.

CO1: Knowledge about the various factors influencing the travel industry including
CO2: Knowledge and skills of setting up of travel agencies and legal aspects in travel and tour operations.
CO3: Understand the techniques of designing Itineraries.
CO4: Equip students with skills of managing tour and travel related procedures and activities enabling them to become effective managers.
CO5: Understand tour costing, pricing strategies.

Course Content	Hours Allotted	Pedagogy
Module I: Travel Agents & Tour Operators	**(12)**	Power point presentations / Lectures
• Differentiation and Interrelationship.	2	
• Functions and Organizational Structures of Travel Agency and Tour Operators.	2	
• Linkages of Tour Operation,	2	
• Business with Principal Suppliers,	2	
• Government and Other Agencies.	2	
• Incentive and Concessions, Applicable to Tour Operators in India.	2	
Module II: How to Set up Travel Agency/Tour Operation Business	**(12)**	Case Studies / Review of research articles
• Sources of Funding,	2	
• Government Rule of Getting Approval,	2	
• IATA Rules,	2	
• Regulations and Accreditation,	2	
• Documentation,	2	
• Sources of Earning: Commissions, Service Charges etc.	2	
Module III: Itinerary Preparation	**(12)**	Assignments
• Meaning, Importance and Types of Itinerary	4	
• Resources and Steps for Itinerary Planning	4	
• Do's and Do Not's of Itinerary Preparation	4	
Module IV:Tour Preparation	**(12)**	Lectures
• Components ,	2	
• Types and Forms of Package Tour,	2	
• Tariffs- FITS & GITS. Confidential Tariff.	2	
• Tour Costing,Factor effecting tour package,	2	
• Key Elements and Steps involved in Formulation Standard Tour Package.	2	
• Billing and Settlement Plan (BSP)	2	

Module V: Package Tour Costing	**(12)**	
• Concept of Tour Costing,	4	
• Types of cost,	2	Assignments / Lectures
• Preparation of Cost sheet,	2	
• Components of Tout Cost,	2	
• Pricing Strategies,	2	

Learning Resources	
1.	**Textbook:** .Chand, Mohinder (2009). Travel Agency Management- An Introductory Text, 2/e. New Delhi: Anmol Publications Pvt. Ltd. .
2.	Reference books: **1.** Bhatia A.K ,Travel Agency and Tour Operations,Sterling Publications, New Delhi **2.** Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi **3.** Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management,Oxford University Press, New Delhi **4.**. Gee, Chuck and Makens, Y.(2000). Professional Travel Agency Management, New York: Prentice Hall (L)
3.	Journals & Periodicals:

LEADERSHIP AND CHANGE MANAGEMENT

Credits: 4 **Semester: V**
Subject Code: BB24501A **No. of lecture hours: 60**

Objective: To help the students understand the changes that takes place constantly in the organization.

Course Outcomes: Students will be knowledgeable about the changes that take place constantly in the organization.

CO1. Recognize the qualities of a leader, analyze various leadership theories and illustrate the different leadership styles.
CO2. Analyze the forces of change and interpret the techniques of change management.
CO3. Classify the various types of organizational change.
CO4. Point out the reasons for resistance to organizational change and recognize the methods of overcoming resistance.
CO5. Develop the most suitable plan for successful implementation and organization of change in an organization.

Course Content	Hours Allotted	Pedagogy
Module I: Leadership	**(12)**	Power point presentations / Lectures
● Characteristics, Qualities of Leadership	2	
● Theories of Leadership: Trait theory, Situation Theory, Behavioural Theory	2	
● Leadership Styles: Autocratic, Participative, Laissez-Faire and Paternalistic	2	
● Role and functions of a Leader, Leadership motives-, Leadership as a process	2	
● complexities of leadership – Effective leadership behaviours and attitudes	2	
● Leadership and power, coercion,	2	
Module II: Change Management	**(12)**	Case Studies / Review of research articles
● Introduction, An overview of change	2	
● Forces of Change, Change models	2	
● Change programmes, Change levers, Change as growth	2	
● Change as transformation, Change as turnaround	2	
● Environmental triggers of Change, Organizational responses to change	2	
	2	
Module III: Organisational Change	**(12)**	Assignments
● Meaning, Types, Technology and Change: Technology change with Human Facts	2	
● Resistance to Change vs. Inviting Change: Reasons	2	
● Approaches to Organisation Change	2	
● Predictable change- diagnosing change situation-perspective on change	2	

• Contingency perspective-resource dependence perspective-population ecology perspective • Institutional Perspective – Approaches to change	2 2	
Module IV:Resistance to change • Factors contributing to resistance, Congnitive and affective processes • Recognizing resistance, Managers as resistors to change • Suggestions to manage resistance • **Planning and Organisation Change,** Organisation Development • Linking vision and Change: Content of meaningful vision • Strategies for communicating change	**(12)** 2 2 2 2 2 2 2	Lectures
Module V:Strategies for managing change • Strategies for Managing Change Systematic Approaches to Change • The Hard Systems Model of Change, • Soft Systems Models of Change • Developing Leadership Skills. • Team leadership activites-self leadership cases	**(12)** 4 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	**Textbook:** .Prasad, L.M. 2001. **Principles and Practice of Management.** 6th edition. New Delhi: Kalyani Publishers.
2.	Reference books: 1. Gupta R.S., Sharma B.D. and Bhalla N.S. 2012. **Principles and Practice of Management.** 8th revised and enlarged edition. New Delhi: Kalyani Publishers. 2. Sharma R.K. and Gupta Shashi K. 2012. **Business Organization and Management.** 3rd revised edition. New Delhi: Kalyani Publishers. 3. Dassler Gary. **Human Resource Management**. 10th edition. New Delhi: Pearson Publications. 4. Mirza Saiyadain, S. **Human Resource Management.** 2nd edition. New Delhi: Tata McGraw Hill Publications. 5. Aswathappa, K. 2007. **Human Resource and Personnel Management.** New Delhi: Tata McGraw Hill Publications. 6. Rao Subba, P. 2012. **Essentials of Human Resource Management and Industrial Relations.** 3rd edition. Mumbai: Himalaya Publications. 7. Acquinias, P.G. 2006. **HRM Principles and Practices.** New Delhi: Vikas Publishing House Pvt Ltd. 8.
3.	Journals & Periodicals:

TALENT & KNOWLEDGE MANAGEMENT

Credits: 4 **Semester: V**
Course Code: **BB18501B** No of Lecture Hours: 60

Course Objective:

- **To prepare students to understand the current theories, practices, tools and techniques in knowledge management (KM) to deal with the challenges with the organization and management of knowledge.**

Course Outcome:

C01. Explain the basic concepts of talent management
CO2. Identify the importance of recruitment, coaching, training and development
CO3. Points out the importance of knowledge management
CO4. Explain the relationship between Virtual Organization and HRM
CO5. Explain the need for learning organization.

Course Content	Hours Allotted	Pedagogy
UNIT I: Title: -I Introduction to Talent Management • Talent Management – Overview • Scope of Talent Management • Need of Talent Management • Talent Development Approaches • Talent Management Assessment Tools • Steps to Creating Talent Management System	**12** 2 2 2 2 2 2	Lectures
UNIT II: Title:Recruiting & Retaining Best Talent • Finding & Hiring Fast-Track Talent • Selection through Talent Management Model • Talent Planning-Defining Optimal Talent Portfolio • Integrating Coaching, Training and Development • The coaching process • Categories of Leaders and Attributes of coaching • Issues surrounding coaching • Training and Development - Using Compensation Plans • Using Information Technology for Support	**12** 2 1 2 1 1 1 1 2	Case Studies / Review of research articles

	1 **1**	
UNIT III: Title: Introduction to Knowledge Management • Knowledge- Meaning, Hierarchy • Tactic Knowledge Vs Explicit Management • Individual Knowledge Conversion Process • Organizational Knowledge Creation Process • What is Knowledge Management? • Process of Knowledge Management • Benefits of Knowledge Management	12 2 2 **2** **1** **1** **2** **2**	Lectures &Assignments
UNIT IV: Title: Knowledge-Based Systems • Virtual Organization and HRM • Characteristics of Virtual Organizations • HR Trends in Virtual Organizations • Employee Features in Virtual Organizations	12 3 3 3 3	Lectures
UNIT V: Title: Learning Organizations • Need for Learning Organizations • Managing Innovations in Organizations • Continuous Learning • Managing Knowledge as a Business Strategy • RICE Model: Responsiveness, Innovation, Competency, Efficiency • Knowledge Management – Cross Functional Areas • Knowledge Management in Finance • Knowledge Management in Marketing	**12** 2 1 2 **1** **2** **2** **2**	Assignments / Lectures
Learning Resources		

1.	Textbook: Lance A. Berger & Dorothy R. Berger, 2004. **Talent Management Handbook.** Delhi: Tata McGraw-Hill Publications.
2.	Reference books: Warier E Sudhir. 2009. **Knowledge Management.** 3rd edition. Noida: Vikas Publishing House.
3.	Journals & Periodicals:
4.	Other Electronic resources: NPTEL Videos

MANAGEMENT ACCOUNTING

Credits: 5 **Semester: V**
Subject Code: BBTR25502 **No. of lecture hours: 75**

Course Objective:

- To impart knowledge on the application of various methods of financial analysis for managerial planning and control.
- To train the students in preparing the various budgets and budgeting control.

Course Outcome: Students will be able to apply the tools for analysing the financial statements for managerial planning and decision making.

CO1. Explain an overview of management accounting, its need, scope and functions.
CO2. Prepare the financial statements and show its analysis and interpretation and apply different formula in ratio analysis.
CO3. Illustrate the preparation of funds flow statement and cash flow statement.
CO4. Explain marginal costing and budgetary techniques
CO5. Understand importance of standard costing and analyze variance analysis

Course Content	Hours Alloted	Pedagogy
UNIT-I : Introduction	**15 hrs**	
• Introduction - Management accounting definition	**3**	
• nature & functions	**2**	
• Objectives – importance and limitations	**2**	
• Its relationship with financial accounting & cost accounting (theory only)	**3**	
• Techniques & installation of Management Accounting system	**1**	
• Role of Management Accountant	**1**	
• Duties and responsibilities of a management accountant	**1**	
• Organisation for management accounting		
• Controller functions, MIS	**1**	
	1	
UNIT-II: Financial Statement Analysis	**15 hrs**	
• Financial statement analysis – financial statements – meaning	**2**	
• Types – objectives uses – limitations	**2**	
• Meaning of financial statement analysis	**2**	
• Objectives – analysis and interpretation techniques and methods of financial statements	**2**	
• Comparative and common size statement analysis	**2**	
• Intra and inter firm comparison (including simple problems)	**2**	

• Ratio analysis – meaning - importance – limitations classification of ratios • liquidity ratios - solvency ratios - profitability ratios – turnover ratios – interpretation ratios (including problems)	**2** **1**	
UNIT-III: Funds Flow Analysis • Funds flow analysis – concept of fund • managerial uses of funds flow analysis • funds flow statement (Theory Only) • Cash flow analysis – concept of cash • difference between cash flow and funds flow analysis • preparation of cash flow statement (including simple problems)	**15hrs** **3** **3** **3** **3** **2** **1**	
UNIT-IV :Marginal Costing • Marginal costing – marginal cost equation • contribution – break-even point – break-even chart profit-volume ratio - margin of safety (including simple problems) • Budgeting and Budgetary Control – objectives – advantages – limitations • types of budgets – functional budgets – fixed and flexible budgets ,zero-based budgeting • problems in functional and flexible budgets only	**15 hrs** **3** 3 3 3 3	
UNIT-V **Standard Costing and Variance Analysis** • Definition of standard costing – meaning and determination of standard cost • Application of standard costing techniques – advantages and limitations. (theory only) **Variance Analysis** • Meaning of variance – causes of variance – analysis of variances relating to direct materials, direct labour, overhead, sales, profit or loss – control of variance • simple problems in variance analysis	**15 hrs** **4** **4** **4** **3**	

	Learning Resources
1	Gupta Shashi, K. and Sharma, R.K. 2011. **Management Accounting.** 12th revised edition. Kalyani Publishers: New Delhi.
2	Dr. Lal Jawahar. 2010. **Accounting for Management.** 5th revised edition. Himalaya Publications: Mumbai

3	Arora, M.N. 2010. **Accounting for Management.** 1st edition. Himalaya Publications: Mumbai.
4	Khan, M.Y. and Jain, P.K. 2008. **Management Accounting.** 4th edition. Tata McGraw Hill Publications: New Delhi.
5	Attinkson, Kaplan and Young. 2007. **Management Accounting.** 4th edition. Pearson Publications.

BUSINESS LAWS

Credits: 5 **Semester: V**
Course Code: BBTR25503 No of Lecture Hours: 75

Course Objective: The students are equipped about the basic framework of the Indian Business Laws
Course Outcome:

CO1. Demonstrate an understanding of the legal environment of the business.
CO2. Explain legality of object and consideration, discharge of a contract and remedies available.
CO3. Identify the recognition of transactions involving the sales of goods act.
CO4. Understand the application of consumer protection act.
CO5. Understand various tourism laws.

Course Content	Hours Allotted	Pedagogy
UNIT I: Title: -Contract Act	**15**	Lectures
• Agreement and contract – Definition, meaning – Essentials of a valid contract – types of contracts	**3**	
• Offer and acceptance – definition – essentials of a valid offer and acceptance – communication and revocation of offer and acceptance	**3**	
• Consideration – definition and importance – essentials of a valid consideration – the doctrines of 'stranger to contract' and 'No consideration – No contract'	3	
• Capacity to contract – special rules regarding minors agreements	3	
• Consent – free consent – flaw in consent – coercion – undue influence – fraud – misrepresentation and mistake	1	
• Introduction to labour law- introduction to factories act 1949- objects of labour- meaning- definition- provisions regarding health and safety of workers.	2	

UNIT II: Title: Discharge of Contract • Legality of object and consideration – • illegal and immoral agreements • agreements opposed to public policy • Agreement expressly declared to be void-wagering agreements and contingent contracts • Discharge of a contract – • various modes of discharge of a contract breach of contract types • remedies for breach of a contract	**15** **1** **1** **2** **2** **3** **4** **2**	Lectures /Case Studies / Review of research articles
UNIT III: Title: Sale of Goods Act • Contract of sale: definition: features – • definition of the term goods – types of goods • rules of transfer of property in goods • Differences between sale and agreement to sell • Rights of an unpaid seller • Conditions and warranties – meaning and distinction • express and implied conditions and warranties – sale by non-owners – auction sale	15 2 2 2 2 2 2 3	Lectures &Assignments

UNIT IV: Title: Consumer Protection Act • Definitions of the term consumer – structure of Consumer Protection Act 1986 – • Consumer protection Law Affecting Hotel and Tourism Industry • Foreign Exchange Regulation Act • Rights of consumers – • consumer protection councils • Consumer redressal agencies – penalties for violation	15 1 2 3 3 3 3	Lectures
UNIT V: Title: Tourism Laws • Introduction to Tourism Laws in India The Ancient Monuments Preservation Act 1904 • The Ancient Monuments and Archaeological Sites and Remains Act 1958 , • The Wild Birds and Animals Protection Act 1912, The Wildlife (Protection) Act 1980, • The Environment Act (Protection) Act 1986. • Laws regarding Tourists in India: - Citizenship Act , Passport Act • Foreign Exchange Management Act	**15** **3** **3** **3** **1** **3** **2**	Assignments / Lectures

Learning Resources	
1.	Textbook: Kapoor, N.D. **Business Laws.** 5th revised edition. Reprint 2011. Sultan Chand & Sons: New Delhi
2.	Reference books: Bulchandani, K.R. 2006. **Business Law for Management.** 4th edition. 4. Himalaya Publishing House: Mumbai.
3.	Other Electronic resources: NPTEL Videos

Strategic Management

Credits: 5 **Semester: V**
Course Code: BBTR25504 No of Lecture Hours: 75

Course Objective: To equip students with concepts, frameworks and techniques of strategic management.
Course Outcome: Students will know, understand, and apply the strategic management processes to analyze and improve organizational performance.
CO1. Explain the strategic management process and craft strategies.
CO2. Analyse the components of environment analysis in depth.
CO3. Formulate the various corporate strategies.
CO4. Plan and produce strategies tailoring to fit specific industry.
CO5. Explain the various issues and importance of strategic leadership.

Course Content	Hours Allotted	Pedagogy
Module I: Strategic Management	**(15)**	
• Introduction, Definition	2	
• Strategic Management Process	4	
• Strategic intent, Hierarchy of Strategic intent	4	Power point presentations / Lectures
• Developing a strategic Vision, Mission Statement	3	
• Establishing objectives, Crafting Strategies.	2	
Module II: Environmental Analysis - Components of External and Internal Environment	**(15)**	
• Industry Analysis - Significance and framework for Industry Analysis	3	
• Michael Porter's five force model	3	Case Studies / Review of research articles
• Competitive Analysis-Forces shaping competition in an Industry	3	
• Competitor Analysis-Strategic groups,	3	
• Framework for competitor analysis	3	
Module III: Strategy Formulation	**(15)**	
• Corporate level strategy - Balanced Score card	2	
• Grand Strategies-Strategic Alternatives –Growth/Expansion Strategies,	2	
• Strategic Growth options – Ansoff's Growth Vector, Diversification Strategies, Related and unrelated diversification	3	Assignments
• Vertical Integration strategies, Stability Strategy-Retrenchment Strategies - Combination Strategies	2	
• Portfolio Analysis -BCG Matrix and GE nine cell matrix	3	
• Business Level Strategy-Creating and Sustaining Competitive Advantages	3	

Module IV: Tailoring Strategy to Fit Specific Industry and Company Situations • Industry Life Cycle Stages: -Strategies for competing in Emerging industries • Turbulent and high velocity markets, Maturing Industries • Stagnant industries, and Fragmented industries.	(15) 5 5 5	Lectures
Module V: Strategic Implementation and Control • Structural issue-Matching structure with strategy • Behavioural issue-Empowerment as a way of influencing behavior • Managing political behavior • Strategic Leadership and competitive advantage, Ethics and strategy • Creating a strategy -supportive culture and Strategic Control	**(15)** 3 3 3 3 3	Assignments / Lectures

Learning Resources	
1.	Arthur A Thompson Jr, Strickland A. J., John E. Gamble and Arun K. Jain. **Crafting and Executing Strategy, - The Quest for Competitive Advantage - Concepts and Cases.** Tata McGraw Hill Education Private Limited: New Delhi.
2.	Reference books: 1. Subba Rao, P. 2010. **Business Policy and Strategic Management (Text and Cases).** Himalaya Publications: Mumbai. 2. Rao, V.S.P. and Hari Krishna, V. 2010. **Strategic Management - Text and Cases.** Excel Books: New Delhi. **3.** Charles W. L. Hill and Gareth R. Jones. 2009. **An Integrated Approach to Strategic Management.** Cengage Learning: New Delhi.
3.	Journals & Periodicals:

FOREIGN LANGUAGE I -FRENCH

Credits: 4 **Semester: V**
Course Code: BBTR25505 **No. of lecture hours: 60**

Objective: To provide necessary knowledge and communication skills in French language to deal with tourists.

CO1: Introduce students to basic French greetings, introductions, and everyday expressions commonly used in the tourism industry.
CO2: Equip students with skills to describe locations, give directions, and discuss weather conditions.
CO3: Develop communication skills for eating out and discussing food.
CO4: Enable students to talk about transportation and travel arrangements
CO5: Introduce students to describing people and preferences

Course Content	Hours Allotted	Pedagogy
Module I: ● Introduction to French Alphabets, Numbers, days of the week, and months. ● Basic greetings and introductions (Bonjour, Je m'appelle…, Enchanté). ● Asking and giving personal information (nationality, age, profession). ● Vocabulary: Tourism-related words (tourist, guide, hotel, reservation). ● Basic dialogues: Checking into a hotel and meeting new people. ● Present tense conjugations of regular verbs (1st group: -er verbs).	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: ● Vocabulary: Locations (city, countryside, monuments, museums) and directions. ● Descriptive adjectives (grand, petit, beau, ancien). ● The verb "être" (to be) and simple prepositions (dans, à, sur, sous). ● Present tense conjugations of regular verbs (2nd group: -ir verbs, e.g., finir; 3rd group: irregular verbs, e.g., être, avoir). ● Present tense conjugations of key verbs: aller, faire, and prendre.	**(12)** 2 2 2 4 2	Case Studies / Review of research articles
Module III: ● Vocabulary: Food items, drinks, and meals. ● Phrases for ordering at a restaurant or café. ● Role-plays: Ordering food and interacting with restaurant staff.	**(12)** 3 3 3	Assignments

● Introduction to past tense (passé composé) with avoir for common verbs.	3	
Module IV: ● Vocabulary: Modes of transport (train, bus, taxi, airplane). ● The verb "prendre" (to take) and time-telling. ● Dialogue practice: Planning a trip and buying tickets. ● Introduction to passé composé with être for movement verbs (e.g., aller, venir).	**(12)** 3 3 3 3	Lectures
Module V:Strategies for managing change 12Hrs ● Vocabulary: Physical appearance and personality traits. ● Simple sentence structures for describing tourists or clients. ● Dialogues: Talking about likes, dislikes, and making suggestions. ● Cultural component: Famous French tourist destinations. ● Introduction to imperfect tense (l'imparfait) for basic descriptions.	**(12)** 3 3 2 2 2	Assignments / Lectures

Learning Resources	
1.	**Textbook:** Cosmopolite A1 (Textbook + workbook) - Goyal Publishers
2.	Reference books:
3.	Journals & Periodicals:

Global Tourism Geography (ADD ON COURSE)

Semester: V

Objective: To study the relationship of geography and tourism and familiarise with major tourism destinations worldwide.

CO1: Develop an insight into the world geography
CO2: Understand Indian Physiography, Climate and Vegetation
CO3: To develop a technical skill to read a map
CO4: To understand tourism transport systems of the world
CO5: Develop knowledge about tourism planning in various cases given.

Course Content	Hours Allotted	Pedagogy
Module I: World Geography ● Physiography, Drainage, Climate & Vegetation of North, South and Central America– Europe– Africa- Asia & Australasia.	2	
Module II: Physical Geography of India ● Physiography: Distribution of Rivers, Mountains, Plateaus & Plains Climate and Vegetation.	2	
Module III:Map Reading: ● Latitude, Longitude, International Date Line– Altitude– Direction- Scale Representation- GIS & Remote Sensing- Time Zones- Calculation of Time: GMT Variation- Concept of Elapsed Time & Flying Time.	3	
Module IV:Tourism Transport Systems in the World ● Air Transport; IATA Areas & Sub Areas- Global Indicators Major Airports and Routes- Major Railway Systems and Networks- Water Transport: International Inland and Ocean Transport Networks- Road Transportation: Major Transcontinental, International and National Highways- Transport Systems in India.	3	
Module V: ● Planning and development of Tourism in different climatic regions, a Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.	2	

Learning Resources	
1.	**Textbook:** Michael hall (1999), GEOGRAPHY OF TRAVEL AND TOURISM, Routledge, London.

2.	Reference books: Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd,.India, Lonely Planet Publications.
3.	Journals & Periodicals:

YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS

DEPARTMENT OF B.B.A - TOURISM
SIXTH SEMESTER
ACADEMIC YEAR 2026-27 OF 2024-27 BATCH (CBCS)

Sl. No.	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
					Internal	External	Total	
1	BBTR25601A BBTR25601B	International Marketing & Export Management/ International Business (DSE)	4	3	40	60	100	4
2	BBTR25602A BBTR25602B	Customer Relationship Management / Service Marketing (DSE)	4	3	40	60	100	4
3	BBTR25603	Entrepreneurship Development (DSC)	6	3	40	60	100	4
4	BBTR25604	Operations Management (DSC)	6	3	40	60	100	5
5	BBTR25605	Project	6		40	60	100	2
6	BBTR25606	Foreign Language II (SEC)	4	3	40	60	100	4
PRACTICALS								
-	--							
Total			**30**	**-**	240	360	600	23

*Ability Enhancement Compulsory Course (AECC)
* Skill Enhancement Course (SEC)
* Discipline Specific Core (DSC)
* Generic Elective (GE)
* Discipline Specific Elective (DSE)

INTERNATIONAL MARKETING AND EXPORT MANAGEMENT

Credits: 4 **Semester: VI**
Course Code: BBTR25601A **No of Lecture Hours: 60**

Course Objective: To serve as an invaluable guide for students who want to enter into International Marketing.
Course Outcome: Students will gain knowledge on the current challenges in International Marketing (including export management) and propose solutions to it.
CO1. Understand the concept of international marketing
CO2. Describe the important factors of international marketing environment and explain different types of orientation that affects the ability of a company to adapt to any foreign marketing environment.
CO3. Analyze the importance of product and distribution strategies
CO4. Differentiate the need for promotion mix strategies and pricing decisions
CO5. Understand the organization for Export

Course Content	Hours Allotted	Pedagogy
Module I: Title: • The Concept of International Marketing Nature, Importance and Scope of International Marketing • Environmental and Cultural Dynamics of Global Markets, Strategy to enter international market • International Marketing vs. Domestic Marketing • Principles of international marketing , Customer Value and the Value Equation, Competitive or Differential Advantage, Focus • Major Reasons for Entering International Markets, International Marketing Involvement,, stages of international marketing involvement • International dimensions of marketing, Characteristics of MNC's , Benefit of International Marketing	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Title: • Adaptation : The Critical Success Factor in International Markets , • International Marketing Orientation , EPRG Concept , Environment of International Marketing , • Components of International Marketing Environment & importance: • Economic Environment , Financial Environment , Cultural Environment , Hofstede's contribution to understand the implications of culture , • Environmental sensitivity for cultural understanding , Influence of culture on consumption , Social Environment , Political Environment , Legal Environment ,	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles

• Major Legal Issues in context of international marketing , Marketing implications of Legal Factors , Competition Environment , Technological Environment		
Module III: Title: • Product Strategies Classification of Products for Global Marketing , Identification of Products for International Market, • Developing Products for International Markets, Standardization, Adaptation in International Markets. International product life cycle, • Product Launch for International Markets, International Product Strategy, Branding packaging and labeling decision • Distribution: Channels of distribution- direct and indirect Types of intermediaries in direct and indirect channels • Channel development - Channel adaptation and channel decisions • Determination of channel types Physical distribution – transportation- cargo and marine Insurance – packaging Agents of importers and exporters –documentation	**(12)** 2 2 2 2 2 2 2	Assignments
Module IV: Title: • Promotional Strategies, Promotions and communication, promotion mix Personal selling • publicity Sales promotion international advertising-patterns Advertising regulations-Advertising media Standardized • international advertising-case studies, Promotion Strategies for International Markets • Pricing Strategies: Factors affecting International Pricing, International Pricing Challenges, • Approaches to International Pricing, Price Escalations-Factors That Lead to Price Escalation, • Approaches to Lessening Price Escalation. Counter Trade as a pricing tool	**(12)** 2 2 2 2 2 2	Lectures
Module V: Title: • Export Procedure Meaning and Definition of Export – Classification. • Features of export marketing, Preparation for Export Marketing, • Registration Formalities for export, • Identification of Markets, Building and export marketing plan, Export financing, • Problems and Difficulties Faced by Indian Exporters, Export risk management • Types of risk, risk management strategies,	**(12)** 2 2 2 2 2 2 2	Assignments / Lectures

Learning Resources

1.	Textbook: SakOnkvisit& John J. Shaw. International Marketing (Analysis and strategy)
2.	Reference books: 1. Rathore, B.S. & Rathore, J.S. 2010. Export Marketing (3rd Edition). 2. Francis Cherunilam. International Marketing (including export management). 3. Varshney, R.L. & Bhattacharya. International Marketing Management : An Indian perspective. 4. Varma, M.L. International Trade. 5. Subba Rao, P. 2012. International Business (3rd revised & enlarged edition). Mumbai: Himalaya Publishing House.
3.	Journals & Periodicals:

INTERNATIONAL BUSINESS

Credits: 4 **Semester: VI**
Course Code: BBTR25601B **No of Lecture Hours: 60**

Course Objective: To expose students to the concept, importance and dynamics of international business.

Course Outcome: Students will be knowledgeable to the concept, importance and dynamics of international business.

CO1. Explain the overview of international business and demonstrate the environment of international business.
CO2. Explain about the various forms of trade regulation and integration.
CO3. Sketch the various modes of entering the international market.
CO4. Point out the conceptual framework of e-business and policy framework for global e-business.
CO5. Analyze the intercultural communication on the global perspective.

Course Content	Hours Allotted	Pedagogy
Module I: Title: • Global Imperative An overview-International Business: A global perspective-Emergence of Globalization • Drivers of Globalization-Internationalization Process • Stages in International Business-Approaches to International Business • The World of International Business: Regional and Global Strategy • The Multinational Enterprise-Triad and International BusinessInternational Trade Theories • Environment of International Business-Cultural Environment and Political Environment	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Title: • Global Business and National RegulationRationale for Government Intervention • Forms of Trade Regulation at National Level- • Tariff and Non -Tariff Barriers Regional Economic Integration: Levels of Economic Integration • Benefits & Costs of Economic Integration – Major Trading Blocks: EU, NAFTA, ASEAN and SAARC • Multilateral Regulation of Trade and Investment-Basic Principles of Multilateral, Trade Negotiations • GATT and its early Rounds-World Trade Organization-Structure and functions, TRIPs & TRIMs-WTO & India-UNCTAD	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles
Module III: Title: • Global Business and Entry StrategiesGlobal Market Entry Strategies-Exporting, Licensing, Franchising,	**(12)** 2	Assignments

• Contract Manufacturing , Assembly and Integrated Local manufacturing • Global Ownership Strategies: Strategic Alliance Types of Strategic Alliances • Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance- • Cost and Benefit Analysis of Entry Strategies • Entry Analysis and Entry strategy configuration	2 2 2 2 2	
Module IV: Title: • Global E-Business, Conceptual Framework of E-business- Prerequisites for Effective E-business Transactions • E-enabled Business Process Transformation and Challenges • E-business Technology and Environment- • E-Business Applications-E- Business Models • Alternative E-business Strategies-Global E- Marketing Electronic Processing of International Trade Documents, • Policy Framework for Global E-business	**(12)** 2 2 2 2 2 2	Lectures
Module V: Title: • Managing Global Business • Strategy and Global Organization • Global Strategic Planning • Going Global and Implementing Strategies • Intercultural Communications • Intercultural Human Resources Management in Global Context	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook: Charles W. K Hill and Arun K. K. Jain. 2010. International Business - Competing in the Global Market Place. 6th edition. New Delhi: Tata McGraw Hill.
2.	Reference books: 1. John D. Daniels and Lee H. Radebaugh. 2006. International Business. New Delhi: Pearson Publications. 2. Subba Rao, P. 2011. International Business. 3rd revised edition. Mumbai: Himalaya Publications. 3. Aswathappa, K. 2010. International Business. New Delhi: Tata McGraw Hill.
3.	Journals & Periodicals:

Customer Relationship Management

Credits: 4 **Semester: VI**
Course Code: BBTR25602A **No of Lecture Hours: 60**

Course Objective:
Course Outcome:
CO1: To enable the students to understand the fundamentals of Customer Relationship Management
CO2: To enable the students to understand the concepts of CRM
CO3: To acquaint the students with the process of CRM strategy development
CO4: To analyse how CRM will increasingly play an important role in determining the performance of the various sectors of tourism.
CO5: To enable the students to understand the issues and challenges in CRM implementation, tools of CRM and CRM Metrics

Course Content	Hours Allotted	Pedagogy
Module I: Title: • Evolution of Customer Relationship, CRM-Definition, • Emergence of CRM Practice, • Factors responsible for CRM growth, CRM process, framework of CRM, • Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, • Features Trends in CRM, CRM and Cost Benefit Analysis, • CRM and Relationship Marketing.	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Title: • CRM Concepts, Customer Value, • Customer Expectation, Customer Satisfaction, • Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, • Customer Lifetime Value, Customer Experience Management, • Customer Profitability, Enterprise Marketing Management, • Customer Satisfaction Measurements, Web based Customer Support.	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles
Module III: Title: • Planning for CRM, • Steps in Planning-Building Customer Centricity, • Setting CRM Objectives, Defining Data Requirements, • Planning Desired Outputs, Relevant issues while planning the Outputs, • Elements of CRM plan, CRM Strategy; • The Strategy Development Process, Customer Strategy Grid.	**(12)** 2 2 2 2 2 2	Assignments
Module IV: Title: • CRM Marketing Initiatives and CRM in Tourism,	**(12)** 2	Lectures

• CRM Marketing Initiatives, • Sales Force Automation, • Campaign Management, Call Centres. • CRM in Tourism, Phases of CRM in Tourism, • CRM in Hospitality, Aviation,. CRM database in Tourism	2 2 2 2 2	
Module V: Title: • CRM Planning and Implementation • CRM Planning and Implementation • Issues and Problems in implementing CRM, • Information Technology tools in CRM, Challenges of CRM Implementation. • CRM Implementation Roadmap, Road Map (RM) Performance • Measuring CRM performance, CRM Metrics.	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook:Kaushik Mukerjee, 2009, CUSTOMER RELATIONSHIP MANAGEMENT – A STRATEGIC APPROACH TO MARKETING, PHI Learning, New Delhi.
2.	Reference books: 1. Makkar, U. and Makkar, H.K., Customer Relationship Management, Tata McGraw-Hill Education, 2011. 2. Shanmughasundaram, S., Customer Relationship Management; Modern Trends and Perspectives, PHI Learning Pvt. Ltd., 2008. 3. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons. 4. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI. 5. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition
3.	Journals & Periodicals:

Service Marketing

Credits: 4 **Semester: VI**
Subject Code: BBTR25602B **No. of lecture hours: 60**

The objective of the course is to develop insight into emerging trends in the service sector in developing economy and tackle issues in the management of services
CO1: Understand the dimensions and scope of service marketing. Understand consumer behavior in service encounters
CO2: To understand the service sector linkage to tourism and to study the importance and perspectives of service design
CO3: To understand the concept of service delivery, service quality gaps
CO4: To develop an understanding of service blueprinting
CO5: To develop an understanding of how service marketing is applied in various sectors.

Course Content	Hours Allotted	Pedagogy
Module I: Marketing of Services ● Introduction to service Marketing, ● Nature and importance, Service Marketing Mix, ● Dimensions of Service Marketing, ● Characteristics of services, classification of Services, ● Service Marketing Triangle, Service aspirations, ● Types of service encounters, purchase process of services.	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Service Design and development ● The Service Sector Linkages of Tourism, ● Factors in Service Design, Need, objectives, c ● Characteristics of service design. ● Service design methodology, Service design process, ● Types of service processes, service design options, ● Service process redesign.	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles
Module III:Service Quality ● Concept of Service Quality, ● Generic Dimensions Customers Use to Evaluate Service Quality , ● SERVQUAL and Gap theory, ● A Model of Service Quality Various Gaps in the evaluation of service quality, ● Strategies to bridge the service quality gaps	**(12)** 2 2 2 4 2	Assignments
Module IV: Service Blueprinting ● Service blueprint concept, components, designing a blueprint. ● Service Redesign and Customer's Role in the same, Role of Blueprints, Benefits of Blueprinting, ● Operations Blueprint, Servicescapes, ● Service strategy Definition, Designing Servicescapes, ● Service Strategies, Service Recovery Strategies,	**(12)** 2 2 2 2 2 2	Lectures

● Managing demand, supply and productivity, Managing waiting lines,		
Module V:Applications of Service Marketing ● Hospitality, ● Financial services, ● Banking and insurance, ● Healthcare, Education, ● Service Marketing Model. ● Recreational Service Marketing, Aviation	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	1. **Textbook:** Bateson, John E. G. and K. Douglas Hoffman (1999), Managing Services Marketing Text and Readings (Fourth ed.). Fort Worth: The Dryden Press
2.	Reference books: 2. Fisk, Raymond P., Stephen J. Grove and Joby John (2000), Interactive Services Marketing. Boston: Houghton Mifflin Company. 3. Service Marketing, Matharu Manita Dr, Red'shine Publication Pvt. Ltd.
3.	Journals & Periodicals:

ENTREPRENEURSHIP DEVELOPMENT

Credits: 4 **Semester: VI**
Course Code: BBTR25603 **No of Lecture Hours: 60**

Course Objective: To orient learner towards entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.
Course Outcome: Students will be able to discern distinct entrepreneurial traits.
CO1. Understand the nature and basic concepts of Entrepreneur and Entrepreneurship
CO2. Demonstrate the knowledge of entrepreneurship development programmes
CO3. Recognize the need for project report and analyze the concepts of project formulation
CO4. Interpret factory design and factory layout and identify the importance of standardization and quality control.
CO5. Differentiate small and large scale industries and identify the reasons for sickness of small scale industries.

Course Content	Hours Allotted	Pedagogy
Module I: Title: • Entrepreneurship Meaning, definition of entrepreneur, • Definition and meaning of entrepreneurship • Characteristics, Classification of entrepreneurs, Functions of an entrepreneur • Entrepreneur vs. Entrepreneurship, Entrepreneurial environment, • Women entrepreneurs , Concept, support and assistance, • Role of entrepreneur in economic development	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Title: • Entrepreneurial Development & Training EDP Meaning, • Need of EDP, Objectives of EDP, • Entrepreneurial training – meaning and importance, • Objectives and methods of EDP , • Institutions assisting entrepreneurs, • Financial assistance to entrepreneurs, Types, Sources of finance	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles
Module III: Title: • Project • Meaning and definition of project, Project classification, • Project identification and importance • Project formulation, Concept, need and significance, • Project feasibility, Aspects of project feasibility, • Project report - Contents, reasons for failure of a project, Review Techniques- PERT, CPM method	**(12)** 2 2 2 2 2 2	Assignments
Module IV: Title: • Factory Design and Layout, Meaning, Importance, • Factors affecting factory layout, Factory design, • Factory layout – meaning, consideration in factory layout,	**(12)** 2 2 2	Lectures

• Standardisation – meaning and objective, • Types of standardization, Advantages and importance of standardization, • Quality control meaning and importance	2 2 2	
Module V: Title: • Small Scale Industries • Concept and meaning and definition of SSI, • Classification and characteristics of SSI • Differences between large scale and small scale industries with examples • Financial schemes and policies for SSI, Problems of SSI, • Sickness of SSI, Reasons and remedies for SSI	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook: Desai Vasant. 2009. **The Dynamics of Entrepreneurial Development and Management.** 5th Edition, Himalaya Publications: Mumbai.
2.	Reference books: 1. Gordon, E. and Natarajan, K. 2008. **Entrepreneurship Development.** 2nd Revised Edition, Himalaya Publications: Mumbai. 2. Dr. Gupta, C.B. and Dr. Srinivasan, N. P. 2010. **Entrepreneurship Development in India.** 5th Edition, Sultan Chand & Sons: New Delhi. 3. Dr. Khanka, S. S. 2012. **Entrepreneurial Development.** 4th Revised Edition, Sultan Chand & Sons: New Delhi.
3.	Journals & Periodicals:

OPERATIONS MANAGEMENT

Credits: 4 **Semester: VI**
Course Code: BBTR25604 **No of Lecture Hours: 60**

Course Objective: This course provides a comprehensive overview of the operational functions within the manufacturing and hospitality industry.

Course Outcome:

CO1: Understand the scope of production and operations management
CO2: Understand process planning, capacity planning
CO3: Develop an understanding of the concepts of plant location and plant layout
CO4: Understand quality control and its importance
CO5: Understand material management and inventory control.

Course Content	Hours Allotted	Pedagogy
Module I: Title: • The domain of Production and Operations Management, • Scope of Production and Operations Management, Objectives of Operations Management, • Operations Strategy and Competitiveness . • Components –production function, • Product Design – stages, types of design, • Characteristics of good product design, factors affecting product design,.	**(12)** 2 2 2 2 2 2	Power point presentations / Lectures
Module II: Title: • Operations strategy, Process Planning – Process Redesigning, • Procedure for designing a process - Production Planning and Control– Objectives, Elements, Stages of PPC . • Physical Facilities Management, in tourism, Facilities design in tourism, Environmental Consideration and Consumer Protection. • Capacity Planning – Importance, Types, Capacity Requirement Planning(CRP), • Capacity Management strategies in Tourism, Queue Management . • Forecasting – Factors affecting Forecast, Types of Forecast in Decision Making, Forecasting Models.	**(12)** 2 2 2 2 2 2	Case Studies / Review of research articles
Module III: Title: • Plant location & layout, • Plant location, • locational analysis , • selection criteria . • Plant Layout- definition, importance, • types of layout, factors influencing layout.	**(12)** 2 2 2 2 2 2	Assignments
Module IV: Title: • Quality control,	**(12)** 2	Lectures

• Quality Control – Objectives, Importance, • Quality Control Techniques • Control Charts - x Chart, R Chart, P Chart, C Chart • Acceptance Sampling – Work Study – Method Study, Time Study • Human factors in job design – Ergonomics – Work Environment and Workers Safety.	2 2 2 2 2	
Module V: Title: • Materials management and Inventory control, • Aggregate Planning – Nature, Strategies, Methods - Material Requirement Planning (MRP-I) • Manufacturing Resource Planning (MRP-II) – Inventory – • Types of Inventory - Deterministic demand model • EOQ - Continuous and Periodic review Inventory models • Selective Inventory Control – ABC, VED, FSN Techniques.	**(12)** 2 2 2 2 2 2	Assignments / Lectures

Learning Resources	
1.	Textbook:Operations management in tourism and hospitality industry / Don M. Magpantay, Angelie Marie L. Vizconde, and Augusto R. Matias.
2.	Reference books: 1. R. Paneerselvam, Production and Operations Management, PHI Learning Private Ltd, 3rd edition, 2012. 2. R. B. Kanna, Production and Operations Management, PHI Learning Private Ltd, 2nd edition, 2015. 3. P. Saravanavel & S.Sumathi, Production and Materials Management, Margham Publications, 2nd edition, 2012. **4.** S. N. Chary, Production and Operations Management, Tata McGraw Hill Education Private Limited, 4th edition, 2009.
3.	Journals & Periodicals:

PROJECT

Credits: 2 **Semester: VI**
Course Code: BBTR25605

Objective: This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this**.**

Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Each student of the BBA Tourism will be required to submit a Project Report which will be carried out under the supervision of a guide. The student in consultation with the concerned guides will finalize the subject matter of the Project work.

The Project Report will be evaluated by the duly constituted examiners. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study.

FOREIGN LANGUAGE II-FRENCH

Credits: 4 **Semester: VI**
Course Code: BBTR25606 **No. of lecture hours: 60**
Objective: To provide necessary knowledge and communication skills in French language to deal with tourists.
CO1: Teach students to discuss accommodations and handle hotel-related conversations.
CO2: Enable students to describe activities and plan itineraries.
CO3: Enhance skills in shopping and handling monetary transactions.
CO4: Train students offer assistance.
CO5: Consolidate knowledge and focus on tourism-related scenarios.

Course Content	Hours Allotted	Pedagogy
Module I: ● Expressions for making and modifying reservations. ● The verb "vouloir" (to want) and polite requests. ● Dialogues: Reserving a room and solving issues at reception. ● Introduction to plus-que-parfait for describing past events in relation to another past event.	**(12)** 3 3 3 3	Power point presentations / Lectures
Module II: Service Design and development ● The future tense (simple future for plans). ● Writing: Drafting a simple itinerary. ● Dialogues: Suggesting and choosing activities with tourists. ● Review of passé composé and imperfect tense usage for storytelling.	**(12)** 3 3 3 3	Case Studies / Review of research articles
Module III: ● Vocabulary: Shops, souvenirs, and currency. ● Numbers for prices and handling money. ● Dialogues: Buying souvenirs and asking about products. ● Practice with passé composé and imperfect tense in dialogues.	**(12)** 3 3 3 3	Assignments
Module IV: ● Expressions for seeking and offering help. ● Dialogues: Reporting an issue and finding solutions. ● Role-plays: Assisting a tourist in distress. ● Introduction to plus-que-parfait for providing detailed past accounts.	**(12)** 2 2 2 2	Lectures
Module V: ● Revision of all key vocabulary and grammar topics. ● Cultural insights: Famous landmarks and tourist etiquette in France. ● Practical learning: Designing a travel guide or itinerary for a French-speaking tourist.	**(12)** 4 4 4	Assignments / Lectures

Learning Resources	
1.	**Textbook:** Text Book: Cosmopolite A1 (Textbook + workbook) - Goyal Publishers